



# UTILITY PARTNERS FORUM

December 10, 2025





## **THIS WEBINAR IS BEING RECORDED**



Videos are automatically turned off, but feel free to come on camera at any time



Microphones are automatically muted, but feel free to unmute at any time



Use Q&A for questions you have throughout the presentation or raise hand

# AGENDA



## **Welcome**

*Matt Bromley, Utility Relations Director*

## **2026 Program Preview**

*Hayley Gigous, Residential Portfolio Manager*

*Leah Maggio, Business Portfolio Manager*

## **2026 Trainings**

*Leah Maggio, Business Portfolio Manager*

## **Future Focus – Pilots, Research & Development**

*Kane Poad, Pilots Manager*

# AGENDA CONT.



## **Marketing and Public Relations**

*Chris Schultz-Buechner, Senior Communications Director*

## **Resources for Utilities**

*Matt Bromley and Jennie Brooks, Utility Relations*

## **Inflation Reduction Act Home Energy Rebates Update**

*Dylan Crye, IRA Home Energy Rebates Program Manager*

## **Questions / Discussion**

# 2026 PROGRAM PREVIEW



# RESIDENTIAL 2026 UPDATES



## Online Marketplace and Free Packs

- Continuing free shipping on all orders
- Testing a “build-your-own” Pack option
- New Pack configurations:
  - Kitchen
  - Bathroom
  - Family Room
- New Online Marketplace products:
  - Spray foam insulation
  - Cellular shades



# RESIDENTIAL 2026 UPDATES



## HVAC and Water Heating Equipment

- No changes to discounts



## Insulation and Air Sealing

- Rebates increasing by roughly 25%
- Adding a moderate-income tier (80-150% AMI)
- Rebates will be offered for sealing and insulating ducts in both conditioned and semi-conditioned spaces



	Low-Income <80% of AMI	Moderate-Income 80-150% AMI	Standard >150% of AMI
Air Sealing	\$1,475	\$1,160	\$850
Attic Insulation	\$850	\$750	\$650
Wall Insulation	\$575	\$575	\$575
Sill Box Insulation	\$150	\$120	\$90
Foundation Wall Insulation	\$150	\$120	\$90
Duct Sealing – Conditioned Space	\$90	\$90	\$90
Duct Sealing – Unconditioned Space	\$1,000	\$1,000	\$1,000



# RESIDENTIAL 2026 UPDATES



## Multifamily

- Increasing lighting and HVAC rebates for existing building upgrades to align with business program rates
- Launching a new “Affordable Housing” tier which offers increased incentives for new construction low-income/affordable buildings





# RENEWABLES 2026 UPDATES



## Residential

- Solar PV incentive = \$600 per kW, up to \$2,400 per system
- Rural Bonus will be discontinued

## Non-residential

- Solar PV incentive = \$600 per kW, up to \$2,400, then \$50 per kW thereafter, up to a max of \$25,000
- Ag Producer Bonus will be discontinued
- No changes to custom incentive rates for non-solar renewable measures

All solar PV applications will require customer attestation of installation date and Federal Residential Clean Energy Credit status.



# BUSINESS 2026 UPDATES



## Prescriptive Rebates

- Sweeping rebate increases to most technology types, averaging 20-30%
- Continued measure simplification
  - Adding rebates for common custom measures for horticulture, boilers, ground source heat pumps, and more
  - Shifting measures like lighting controls and steam trap repairs to per unit

## Custom Incentives

- Increasing custom efficiency incentives (~30%)
  - \$100/kW (no change)
  - \$0.08/kWh (was \$0.05/kWh)
  - \$1.25/therm (was \$0.95/therm)
- Low-payback incentive cap increase
  - \$0.02/kWh, \$0.20/therm
  - The lesser of \$50,000 or 100% of project cost
- No change to non-Solar PV renewable energy incentives







## Building Optimization

- Increasing minimum savings threshold for Retrocommissioning (was 1%, now 3%)
- Whole Building Tune Up now Building Performance Optimization (BPO)
  - Reducing data collection
  - Adding boiler and chiller tune up measures
  - No minimum measure requirement

# BUSINESS 2026 UPDATES



## Trade Ally Bonus

- 15% bonus on prescriptive rebates
- 10% custom design bonus, up to \$10,000

## Energy Management

- Practical Energy Management
- Utility Bill Verified Savings for Schools & Government
- Strategic Energy Management for Large Industrial and higher education

## Application Support

- Pre-filled application request form:  
[focusonenergy.com/PFapp](https://focusonenergy.com/PFapp)

# BUSINESS 2026 OFFERINGS



## **Agribusiness**

- Farm referral bonus
- Tune-up bonuses for customers and Trade Allies



## **Business & Industry**

- Continuing the Compressed Air Energy Challenge



## **Large Industrial**

- Increased Capital Planning Incentive to \$10,000 (was \$2,500)



## **Business New Construction**

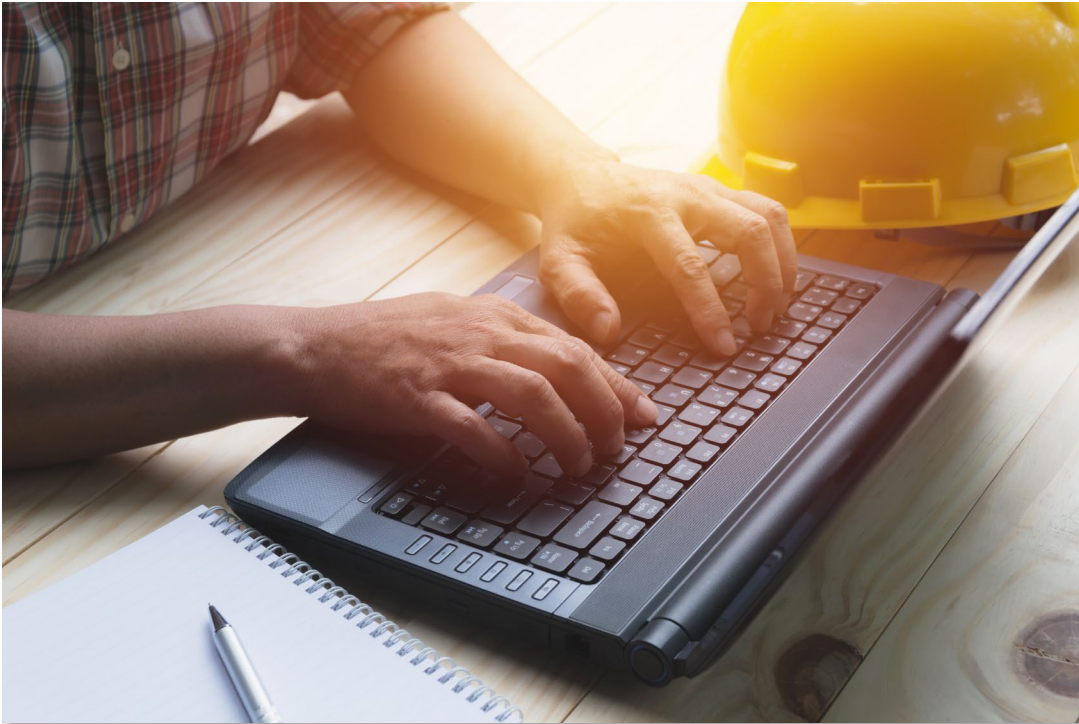
- Increasing incentives for Energy Design Assistance/Review
- Adding kW incentive



## **Schools & Government**

- Restructuring Tribal Investment Fund
- Discontinuing Rural Electric Reduction Accelerator, apply by February 28, 2026

# 2026 TRAININGS



- Fundamentals and Advanced Compressed Air Challenge courses (in person, June)
- BOC Scholarships available (\$1695 value)
  - [Training | Building Operator Certification](#)
- Residential/Commercial Trade Ally sales training

**Full calendar at**  
**[focusonenergy.com/training](https://focusonenergy.com/training)**

**(available 12/11)**

# FUTURE FOCUS






# FUTURE FOCUS



[focusonenergy.com/about/future-focus](https://focusonenergy.com/about/future-focus)

Renewables ▾

Resources ▾



Participating Utilities

Blog

Renter Resources

Financing and Funding Resources

Find a Trade Ally Contractor

Energy Advisor Map

Real Estate Ambassador Program

Communities & Economic Development

Career Exploration Workshops


Future Focus Initiative

Events & Training

Payment Look-up

Utility Resources

FAQs




Learn more about Future Focus

Join our Future Focus


your idea!

## Active Pilot Programs




**Accessible Efficiency Pilot**

The Accessible Efficiency Pilot enhances the lives of eligible Wisconsin residents by offering free installation of energy-saving and smart home devices that...




**Focus Force Milwaukee**

The pilot will educate and train individuals from disadvantaged communities for careers in the energy efficiency industry.




**Empowering Faith Communities**

The Empowering Faith Communities for Energy Efficiency Pilot Program is designed to foster participation in energy efficiency initiatives among Houses of Worship...




**Life Sciences Midstream Pilot**

This pilot incentivizes the purchase of energy efficient, ultra-low temperature (ULT) freezers by life sciences companies in Wisconsin.




**Smart Thermostats**

Smart thermostats can help you save energy and money by automatically adjusting the temperature in your home.



**Energy-efficient Windows**

Energy-efficient windows can help you save energy and money by reducing heat loss in the winter and heat gain in the summer.



**Energy-efficient Lighting**

Energy-efficient lighting can help you save energy and money by reducing electricity consumption.

## Future Focus Newsletters

2024	2025
<a href="#">Focus on Energy - Future Focus Q1 2024</a>	<a href="#">Focus on Energy - Future Focus Q1 2025</a>
<a href="#">Focus on Energy - Future Focus Q2 2024</a>	<a href="#">Focus on Energy - Future Focus Q2 2025</a>
<a href="#">Focus on Energy - Future Focus Q3 2024</a>	<a href="#">Focus on Energy - Future Focus Q3 2025</a>
<a href="#">Focus on Energy - Future Focus Q4 2024</a>	

# FUTURE FOCUS: ACTIVE PROJECTS



## Pilots & Research

- Integrated Controls
- Life Science Midstream
- Air-to-Water Heat Pump Field Study
- Empowering Faith Communities
- Focus Force Milwaukee
- Home Energy Upgrade Pilot
- Accessible Efficiency Pilot
- Community Impact

## Emerging Technology Accelerator

- Alternative form factor heat pumps
- Smart HVAC systems
- Efficient dual- fuel rooftop units
- Energy efficient windows
- HVAC smart tools

## Environmental & Economic Research & Development Project

- Transitional/emerging priority roadmap research

# EMPOWERING FAITH COMMUNITIES PILOT



Provide energy assessments and enhanced incentives to faith-based organizations and supporting community-based organizations.



November 2024 – December 2026

44

Applications  
Received

29

Assessments  
Completed

3

Completed  
Projects

12

Workshops  
Hosted

# ENERGY EFFICIENCY & ACCESSIBILITY PILOT



Direct installation of smart home and energy-efficiency products for customers with accessibility challenges and/or are senior citizens.



January 2025 - January 2026

2

CBO  
Partners

150

Completed  
Projects



*All projects complete, pilot concluding in January 2026*

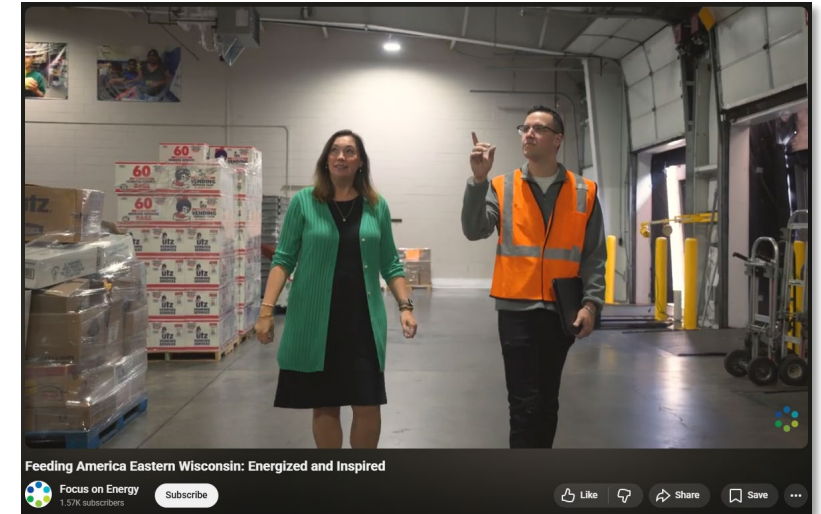
# COMMUNITY IMPACT PROGRAM



Energy efficiency upgrades for small businesses in selected communities across the state.



January 2023 – December 2026



*Customer success stories uploaded to Focus on Energy Youtube channel*

13

Participating  
Communities

100

Businesses  
Helped

\$1.9MM

Awarded  
Incentives


5

Communities to be  
Selected for 2026

# SECONDARY WINDOWS RESEARCH



Researching savings potential for Secondary Window Systems (SWS), also known as low emissivity (low-e) thermal insulating panels, or secondary glazing systems. Investigating through research on local market conditions, market barriers, and opportunities for both residential and commercial sectors.

 April 2025 - January 2026

Status: Market scan completed

Next Steps: Preliminary savings potential report in progress






# AIR-TO-WATER HEAT PUMP (AWHP) FIELD STUDY



Assessing the performance of AWHPs in hydronic systems including energy and load shifting potential, system efficiencies, and market interest, including application(s) for space heating and domestic hot water.

 October 2023 – September 2026

## Status:

- Installation complete and monitoring in-progress at 1 multifamily site and 3 single-family sites
- Interim Project Update Report completed

## Next Steps:

- Data collection continues through August 2026
- Final Report available September 2026






# PITCH DAY 2026



Pitch Day 2026 is an opportunity for industry partners and stakeholders to showcase energy efficiency pilot program ideas to a panel of judges in an interactive way.

 Q3 2026

Status: Aiming for 2-3 categories

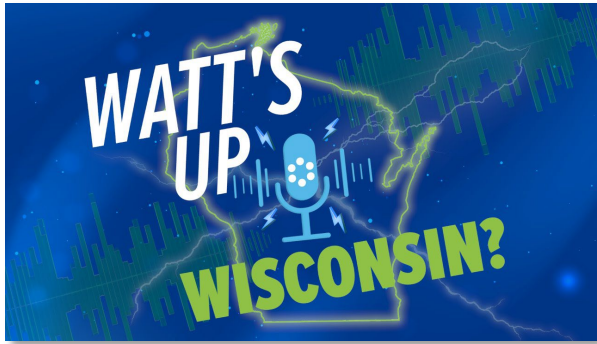
Next Steps: Future Focus team to brainstorm categories in Q1 2026



# MARKETING & PUBLIC RELATIONS



# 2025 MARKETING HIGHLIGHTS



# 2026 MARKETING PLAN

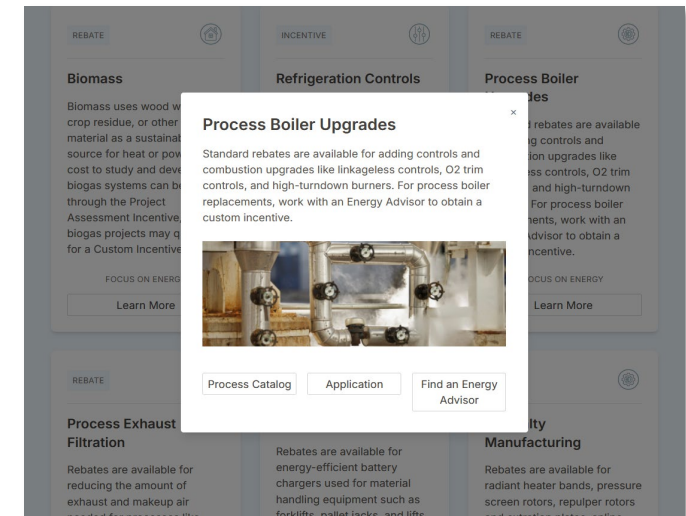
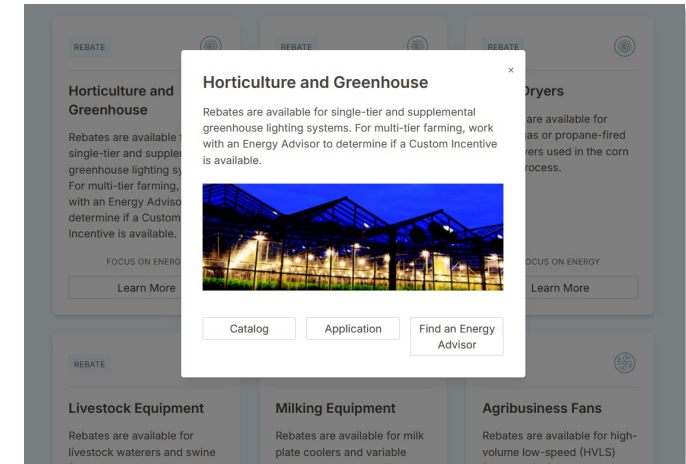
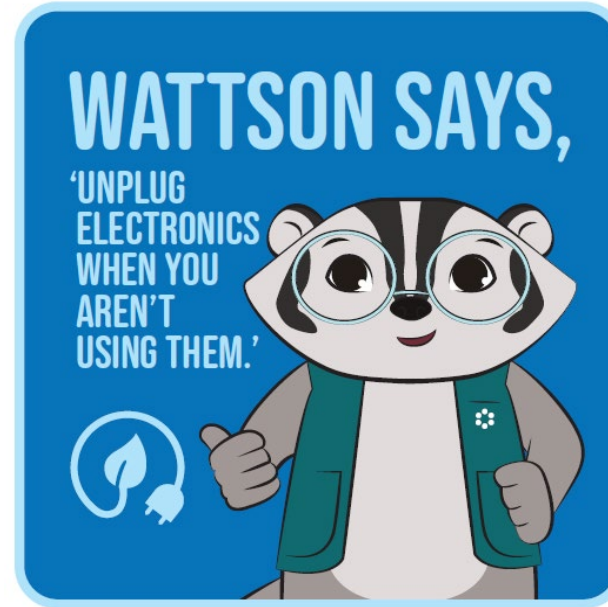


Priority	Target Market	Tactics
Promote Benefits of Focus on Energy to Wisconsin Businesses	Businesses	<ul style="list-style-type: none"><li>• Use 25th anniversary as a central theme – reinforcing credibility, showcasing long-term success, inspire future engagement</li><li>• Focus on Energy Champion Award</li></ul>
Promote Benefits of Focus on Energy to Wisconsin Residents	Residents	<ul style="list-style-type: none"><li>• Highlight 25 years of homeowners and renters saving energy and money</li></ul>
Launch a Family-Focused Energy Efficiency Awareness Campaign	Residents	<ul style="list-style-type: none"><li>• Create a family-friendly campaign, starring a cartoon character to educate kids about energy efficiency</li></ul>
Continue to Build Trust with Wisconsin's Spanish-Speaking Community	Residents Businesses	<ul style="list-style-type: none"><li>• Continue general awareness to targeted Spanish-speaking communities</li></ul>

# 2026 MARKETING PLAN



- Leverage 25th Anniversary Messaging
  - Energy Efficiency Champion Awards
  - Community Outreach
  - Business and Homeowner Success Stories
- Wattson campaign
- Business Resource Finder Tool



# 2026 PROMOTIONAL CALENDAR



Product Category	Date	Focus
Smart Thermostats	2/13 — 2/24	President's Day Sale
Cellular Shades	3/1 — 3/9	Expanded Product Offering
Weatherization	3/11— 3/20	Spring Cleaning
Smart Thermostats	4/9 — 4/29	Earth Month
Water Savers	5/18 — 5/27	Memorial Day
Smart Thermostats	5/25 — 6/2	Memorial Day Sensi
Smart Thermostats	6/30 — 7/18	4 <sup>th</sup> of July
Air Purifier	7/25 — 8/4	Allergy Season
Water Savers	8/24 — 9/8	Back to School
Weatherization	9/11 — 9/22	Fall Weather Prep
Smart Thermostats	9/24 — 10/19	EE Month
Power Strips	10/20 —10/23	Energy Star Day
Smart Thermostats	11/12 — 12/2	Black Friday/Cyber Monday
Smart Thermostats	12/10 — 12/29	Holidays



# RESOURCES FOR UTILITIES





# UTILITY MARKETING TOOLKIT

[focusonenergy.com/utility-marketing](https://focusonenergy.com/utility-marketing)



- Downloadable content:
  - Ads/Bill inserts
  - Email & newsletter templates
  - Program overviews
  - Fact sheets
  - Social media posts
- Printed collateral process update
- 2026 "Care Package" survey

**Reminder:** Inform us if your utility's logo and/or name has changed recently or will be changing in 2026.

The image shows a screenshot of the Focus on Energy website's 'Utility Marketing Toolkit' page. The top section, titled 'Marketing Resources for Utilities', features a background image of power lines and trees. Below the title, a paragraph states: 'Participating utilities and cooperatives can use Focus on Energy materials to promote energy efficiency and financial incentives. Whether you need templates, collateral, or educational content, you will find everything you need to inspire and engage your customers and members.' This is followed by a section titled 'Select a Utility Tool Kit Category' with a grid of buttons: 'Ads/Bill Inserts', 'Email &amp; Newsletters', 'Program Overviews', 'Fact Sheets', 'IRA Home Energy Rebates', 'Promotions', 'Social Media', and 'Videos'. The bottom section, titled 'Printed Materials', has an orange background and includes the text: 'Focus on Energy is happy to provide printed marketing materials to participating utilities and cooperatives. You can get business, residential, and general energy information materials printed and shipped for free. Many items can be co-branded with your logo, already on file. If you have questions or need to update your utility logo, please contact Jennie Brooks.' At the bottom of this section is an orange button labeled 'Printed Materials Request Form'. The left side of the 'Printed Materials' section features a background image of a printing press.

# PROMOTION CALENDAR

focusonenergy.com/utility-marketing



The screenshot shows a web-based promotion calendar for December 2025. The calendar is organized by month, with tabs for "Month", "Week", "Day", "List", and "Today". The calendar grid shows days from Sunday to Saturday. Various promotional events are listed as colored bars across the calendar days, including "Insulation &amp; Air Sealing Rebates", "Black Friday/Cyber Monday Thermostat Sale", "Black Friday Thermostat Email", "Newsletter For Property Owners", "Real Estate Ambassador Newsletter", "Ambassador Anniversary", "Did You Know Reel 7 of 8", "Holiday Smart Thermostat Sale", and "WK Follow-Up Email". A detailed view of a promotion is shown on the right, including a description of manufacturer discounts, a list of items (Nest Learning G4 and Nest Thermostat), an audience of "Residential Customer", and a list of attachments for social media and email.

- Review upcoming promotions
- Email will be sent when a new one is added
- Download shareable collateral for promotions

**Reminder:** Utilities are always welcome to share social media posts made by Focus to their own pages.

# CUSTOMER PARTICIPATION REPORTS VIA QUICKSIGHT



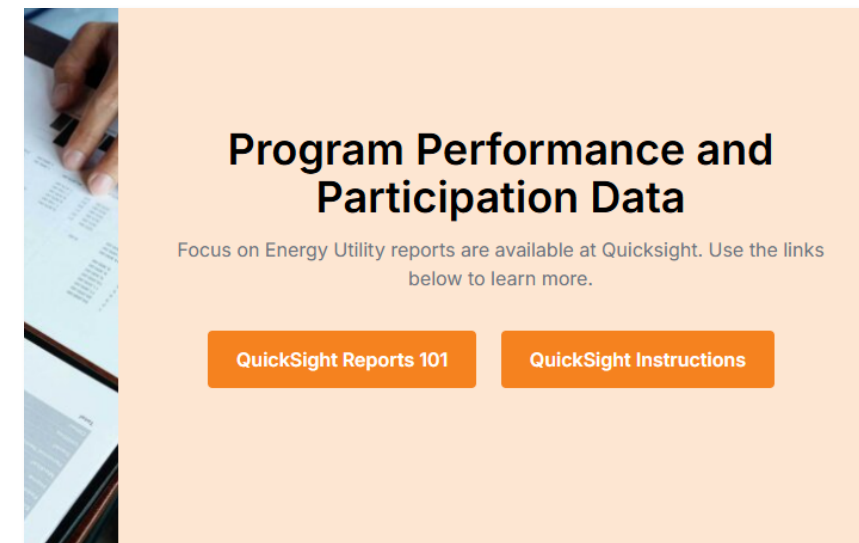
- Secure access to data related to customers' participation in Focus
- Customer name, address, equipment/measures, Focus program, energy savings (annual and lifecycle), incentive amount, Trade Ally
- Three dashboards (All Focus Performance, Utility Report Front Page, Utility Report Full Downloader)

- Need access?

Email [jennie.brooks@focusonenergy.com](mailto:jennie.brooks@focusonenergy.com)

- Resources available at

[focusonenergy.com/about/utility-resources](https://focusonenergy.com/about/utility-resources)

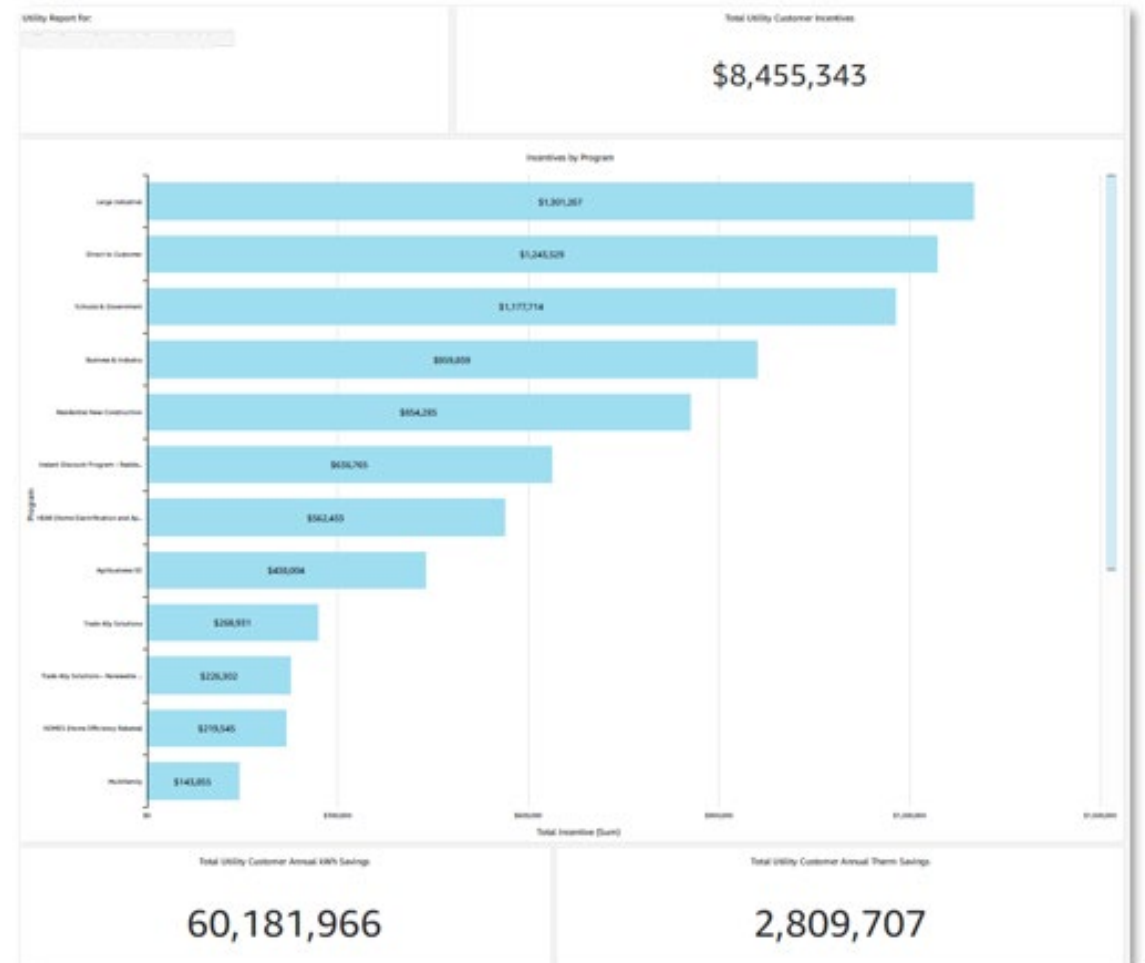


# CUSTOMER PARTICIPATION REPORTS - USE CASES



## Participation Overview Reports

- Exportable to PDF
- Customizable – ex. Date Range, or Program
- Great for internal reporting

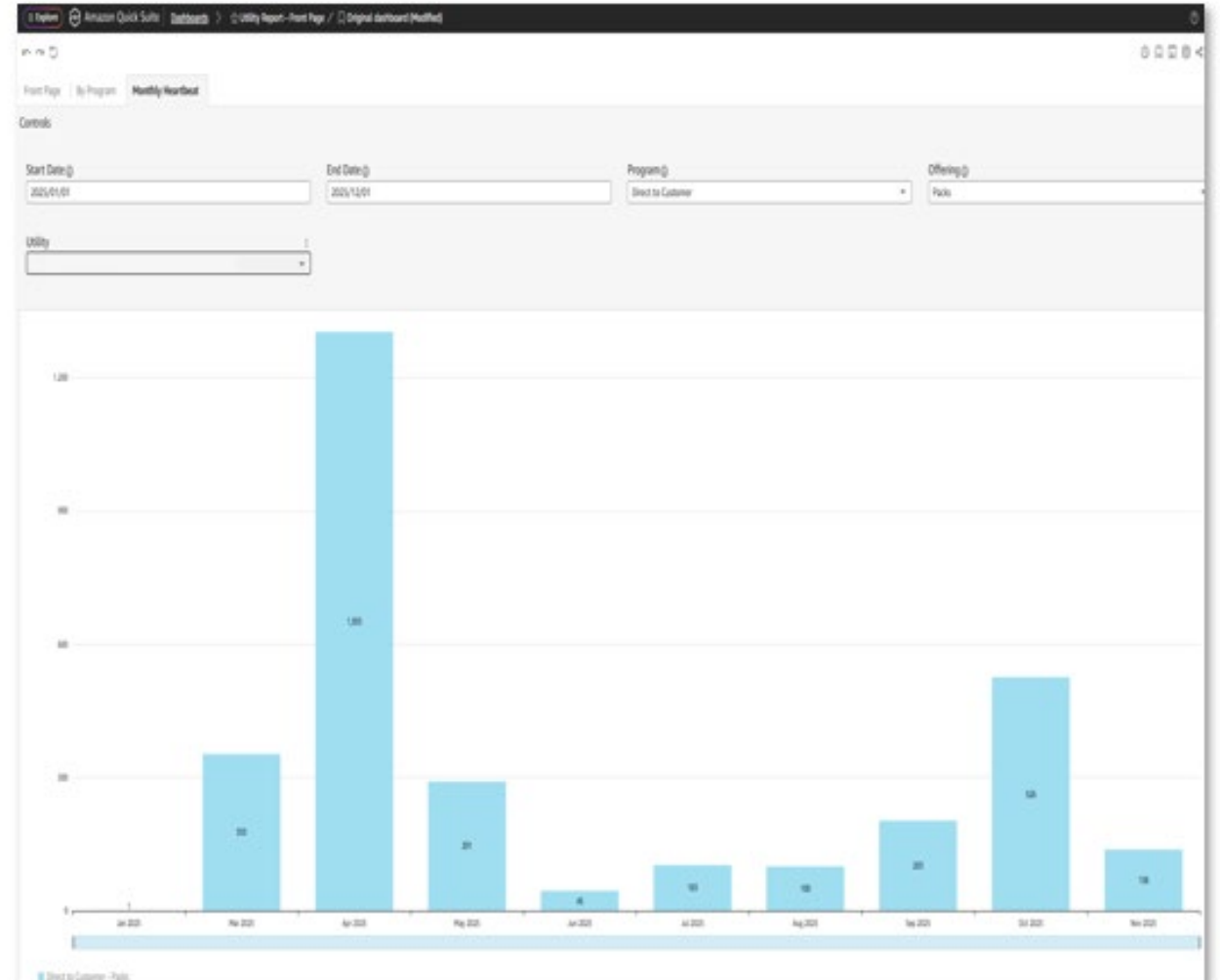


# CUSTOMER PARTICIPATION REPORTS - USE CASES



## Marketing Performance

- Participation by month
- Great for analyzing utility marketing efforts



# CUSTOMER PARTICIPATION REPORTS – USE CASES



## Customer Segmentation

- Find customers by income qualified, install equipment type, geography/city
- Exportable to CSV or Excel
- Great for targeting utility services and programs

QuickSight ☆ Utility Report Full Downloader / Original dashboard (Modified)

Controls

Start Date: 2024/01/01 00:00  
YYYY/MM/DD HH:mm

End Date: 2025/01/01 00:00  
YYYY/MM/DD HH:mm

Program: All

Focus Portfolio: IRA - HOMES

Customer Sector: All

Measure Group: All

Customer Name: All

Measure Master Name: All

Fuel Type Saved: All

Utility Report Download - Click Top Right Corner of this table and select "Export to CSV"

Utility	Customer Name	Program	Offering	Measure Master Name
Alliant Energy (Wisconsin ...		HOMES Assessment Incentives	IRA Assessments	HOMES Energy Assessment
Alliant Energy (Wisconsin ...		HOMES Assessment Incentives	IRA Assessments	HOMES Energy Assessment
Alliant Energy (Wisconsin ...		HOMES Assessment Incentives	IRA Assessments	HOMES Energy Assessment
Alliant Energy (Wisconsin ...		HOMES Assessment Incentives	IRA Assessments	HOMES Energy Assessment
Alliant Energy (Wisconsin ...		HOMES Assessment Incentives	IRA Assessments	HOMES Energy Assessment
Alliant Energy (Wisconsin ...		HOMES Assessment Incentives	IRA Assessments	HOMES Energy Assessment
Alliant Energy (Wisconsin ...		HOMES Assessment Incentives	IRA Assessments	HOMES Energy Assessment
Alliant Energy (Wisconsin ...		HOMES Assessment Incentives	IRA Assessments	HOMES Energy Assessment
Barron Electric Cooperativ...		HOMES Assessment Incentives	IRA Assessments	HOMES Energy Assessment
Barron Electric Cooperativ...		HOMES Assessment Incentives	IRA Assessments	HOMES Energy Assessment
Barron Electric Cooperativ...		HOMES Assessment Incentives	IRA Assessments	HOMES Energy Assessment
Bloomer Electric & Water ...		HOMES Assessment Incentives	IRA Assessments	HOMES Energy Assessment

# INFLATION REDUCTION ACT (IRA) HOME ENERGY REBATES





# BACKGROUND



Wisconsin was awarded nearly \$150 million for two programs:

Home Efficiency Rebates (HOMES)  
Launched: August 2024

Home Electrification and Appliance  
Rebates (HEAR)  
Launched: December 2024

**Both programs are ACTIVE,  
rebates are being PAID**

# PROGRAM COMPARISON: HOMES VS HEAR



	HOMES	HEAR
SAVINGS	<ul style="list-style-type: none"> <li><b>Performance-based</b> whole-home rebates.</li> </ul>	<ul style="list-style-type: none"> <li><b>Instant discount</b> on invoice or <b>post-purchase rebate</b> with qualified appliances at retail stores.</li> </ul>
UPGRADE TYPE	<ul style="list-style-type: none"> <li><b>Not specific</b> to any one technology.</li> <li>But not all technologies allowed.</li> </ul>	<ul style="list-style-type: none"> <li>Qualifying <b>electric</b> appliances and home upgrades.</li> </ul>
WHO IS ELIGIBLE?	<ul style="list-style-type: none"> <li><b>All Wisconsin residents.</b></li> <li>Rebates based on predicted savings and household income.</li> </ul>	<ul style="list-style-type: none"> <li><b>Low- and moderate-income households</b> (&lt;150% Area Median Income).</li> <li>New construction is eligible for some upgrades.</li> </ul>
BASIC REQUIREMENTS	<ul style="list-style-type: none"> <li><b>Existing homes only.</b></li> <li>Requires an energy assessment.</li> <li>Must use an IRA Registered Contractor.</li> </ul>	<ul style="list-style-type: none"> <li>Most equipment must be <b>purchased and installed by an IRA Registered Contractor.</b></li> <li><b>Retail purchases can be self installed</b>, but recommend using a professional, especially when capping a gas line.</li> </ul>
RETROACTIVE	Yes (ending December 31, 2025)	No

# DECEMBER 2025 IRA HOME ENERGY REBATE PROGRAM UPDATES



- **Both HOMES & HEAR Programs are fully live and active in Wisconsin!**
- Multifamily buildings left 'pilot' status and now fully accessible across the state.
- Retail appliances are available for direct customer purchase as:
  - An instant discount at Lowe's.
  - A rebate paid to customer after product purchased at any retailer.

# HOMES: CUSTOMER JOURNEY



**Income  
Qualification**



**Registered Contractor  
Selection**



**Energy  
Assessment**



**Project Scope  
& Completion**



**Installation Certificate &  
Survey**

# HOMES: REBATES

HOMES Rebate			
Modeled Energy Savings	Income Level	Single Family	Multifamily*
20% - 34%	Household with incomes less than 80% AMI	100% of project cost, up to \$5,000	100% of project costs, up to \$5,000 per unit, \$250,000 per building
	Household with incomes between 80% AMI and 150% AMI	50% of project cost, up to \$2,000	50% of project costs, up to \$2,000 per unit, \$200,000 building max
	Household with incomes greater than 150% AMI	50% of project cost, up to \$1,500	50% of project costs, up to \$1,500 per unit, \$200,000 building max
35% or greater	Household with incomes less than 80% AMI	100% of project cost, up to \$10,000	100% of project costs, up to \$10,000 per unit, \$500,000 per building
	Household with incomes between 80% AMI and 150% AMI	50% of project cost, up to \$4,000	50% of project costs, up to \$4,000 per unit, \$400,000 building max
	Household with incomes greater than 150% AMI	50% of project cost, up to \$3,000	50% of project costs, up to \$3,000 per unit, \$400,000 building max



**FREE** Home Energy Assessments offered to households under 80% AMI (\$500 value)

[Low Income Energy Assessment Incentive Application](#)



# HEAR CUSTOMER JOURNEY: CONTRACTOR-PURCHASED



- Heat pumps for space heating/cooling
- Heat pump water heaters
- Electrical wiring & panels
- Insulation, air sealing, & ventilation



# HEAR: RETAIL PRODUCTS

- Heat pump water heaters
- Electric cooktops
- Heat pump dryers



**Important! Customers MUST submit photos of equipment being replaced, please make your customers understand this before they remove old appliances.**

# HEAR CUSTOMER JOURNEY: POST-PURCHASE REBATE



Step **1** - Income Qualify ([online](#) or [mail](#)).

Step **2** - Select/Purchase Product (“Find a Retailer” tool), customer pays full price at the time of purchase.

Step **3** - Submit purchase materials and photos online, customer receives rebate check in the mail.



# HEAR CUSTOMER JOURNEY: INSTANT DISCOUNT (LOWE'S)



Step **1** – Income Qualify ([online](#) or [mail](#)).

Step **2** – Customer uses online portal to select item they would like to purchase, receives coupon code.

Step **3** – Customer provides coupon code at Lowe's checkout and receives the rebate at time of purchase, must be prepared to provide photos if requested.

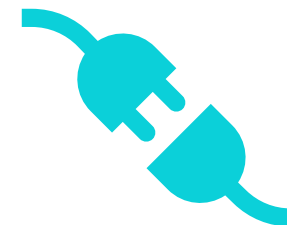


# HEAR: REBATES



Income Eligibility	Maximum Project Rebate
Households below 80% AMI	100% of project costs up to \$14,000
Households between 80% and 150% AMI	50% of project costs up to \$14,000

Higher income households (>150% AMI) are NOT eligible for this program.



HEAR Upgrade	Rebate Max Per Product Category	Registered Contractor or Store	Eligible for New Construction
ENERGY STAR® electric heat pump water heater	Up to \$1,750	Registered Contractor or Store Purchase	Yes
ENERGY STAR electric heat pump for space heating and cooling	Up to \$8,000	Registered Contractor	Yes
Electrical load service center (electrical panel)	Up to \$4,000	Registered Contractor	No
Electrical Wiring	Up to \$2,500	Registered Contractor	No
ENERGY STAR Insulation, ENERGY STAR ventilation, air sealing	Up to \$1,600	Registered Contractor	No
ENERGY STAR electric heat pump clothes dryer	Up to \$840	Store Purchase	Yes
ENERGY STAR electric stove, ENERGY STAR cooktop, ENERGY STAR range*	Up to \$840	Store Purchase	Yes



# STATEWIDE PARTICIPATION

AS OF 12/5/2025



**~1,000**

**Unique Rebate  
Recipients**

**107**

**Participating Primary IRA  
Registered Contractors**

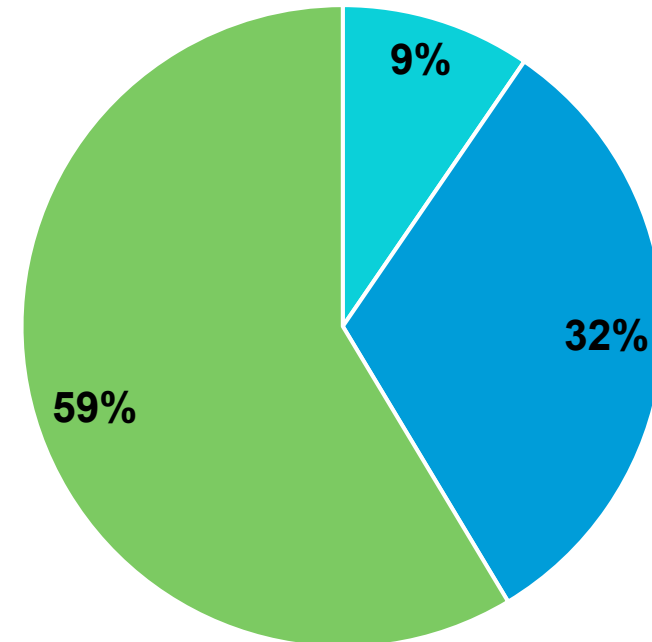
**\$5,800,000+**

**Rebate \$  
Paid**

**+**

**\$3MM+ Reserved  
\$1.2MM+ Awaiting Payment**

## Rebate \$ Spend Breakdown



■ HOMES Energy Assessment ■ HOMES Rebates ■ HEAR Rebates



# IRA RESOURCES & SUPPORT



# STACKING SAVINGS

- Focus on Energy rebates and discounts
- Other utility incentives if available
- Tax credits (expire 12/31/25)
- Weatherization Assistance Program (HEAR only)
- Manufacturer rebates

**Total rebates received cannot exceed total project cost.**



# CUSTOMER RESOURCES



- [Focus Website](#)
- [Find an IRA Registered Contractor](#)
- [Income verification](#)
- [Online application](#)
- Paper application in [English](#) and [Spanish](#)
- [Support email](#) or call 800.762.7077

## Welcome to your one stop for Wisconsin IRA Home Energy Rebates.

As part of the Inflation Reduction Act (IRA), Wisconsin has been allocated \$149 million for Home Energy Rebates. Focus on Energy was chosen by the Public Service Commission of Wisconsin to deliver IRA Home Energy Rebate Programs. Both [Home Efficiency Rebates \(HOMES\)](#) and [Home Electrification and Appliance Rebate \(HEAR\)](#) are NOW AVAILABLE.

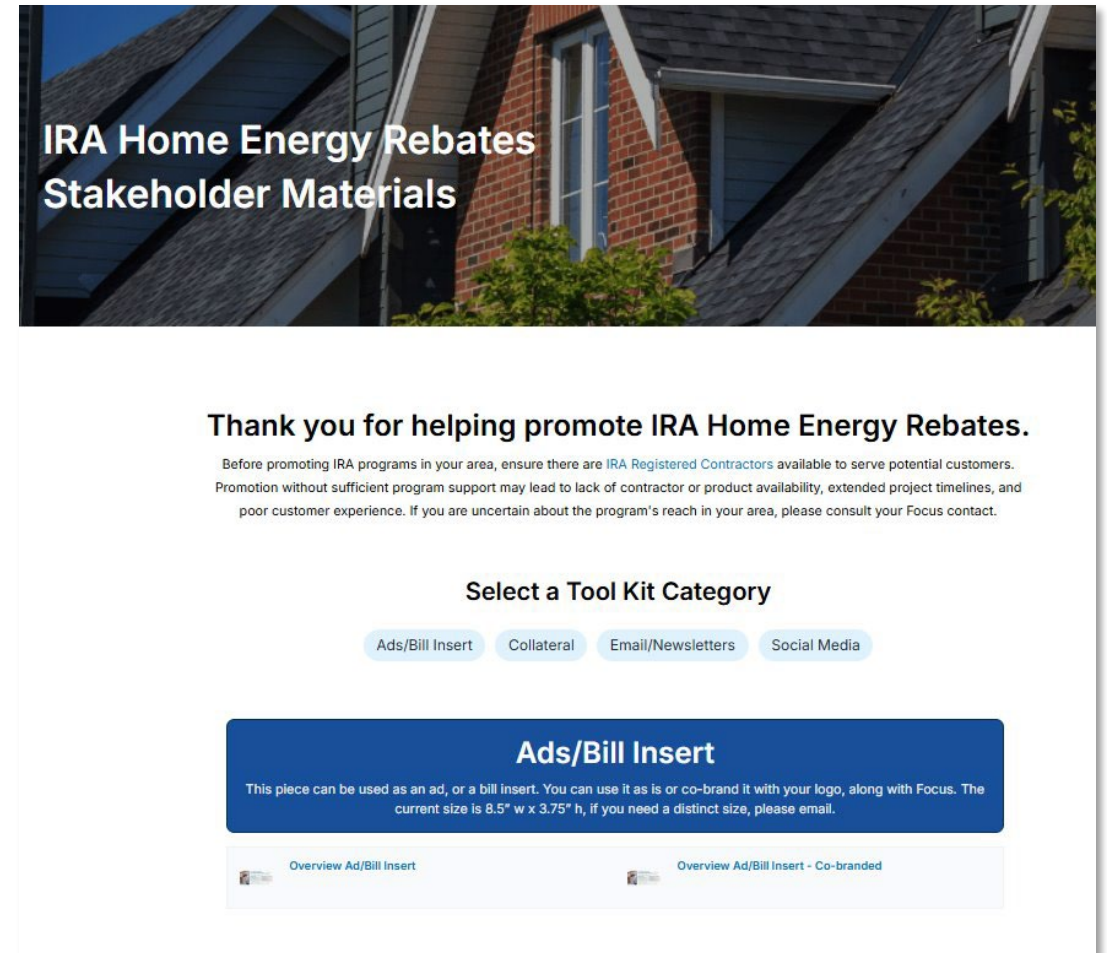
### Steps to Participate

Participation in IRA Home Energy Rebates is as easy as 1-2-3!



# RESOURCES FOR UTILITIES

- [IRA Promotional Toolkit](#)
- [Overview video](#)
- [Podcast](#) with Clean Wisconsin
- [Wisconsin Office of Energy Innovation](#)



# HOW CAN UTILITIES HELP?

## Recruiting contractors who offer:

- Home energy assessments
- Insulation and air sealing
- ENERGY STAR® certified heating, cooling, or water heating equipment

Interested contractors can learn more at:

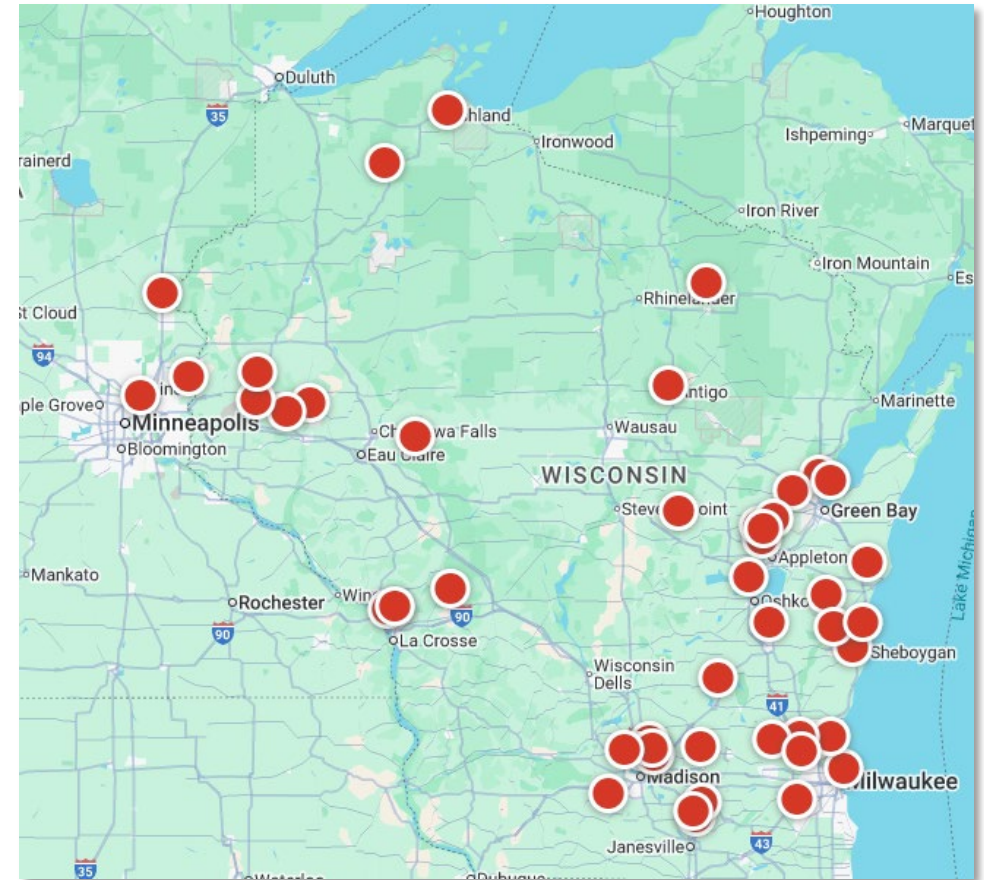
[focusonenergy.com/ira-registered-contractors](https://focusonenergy.com/ira-registered-contractors)

## Recruiting retailers who sell:

- ENERGY STAR electric heat pump water heaters
- ENERGY STAR electric heat pump clothes dryers
- ENERGY STAR electric stoves, cooktops, ranges

Interested retailers can learn more by reaching out to

[jennie.brooks@focusonenergy.com](mailto:jennie.brooks@focusonenergy.com)



# DISCUSSION & QUESTIONS





# CONTACT INFORMATION

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