

MIDYEAR PROGRAM UPDATE

JULY 23, 2026



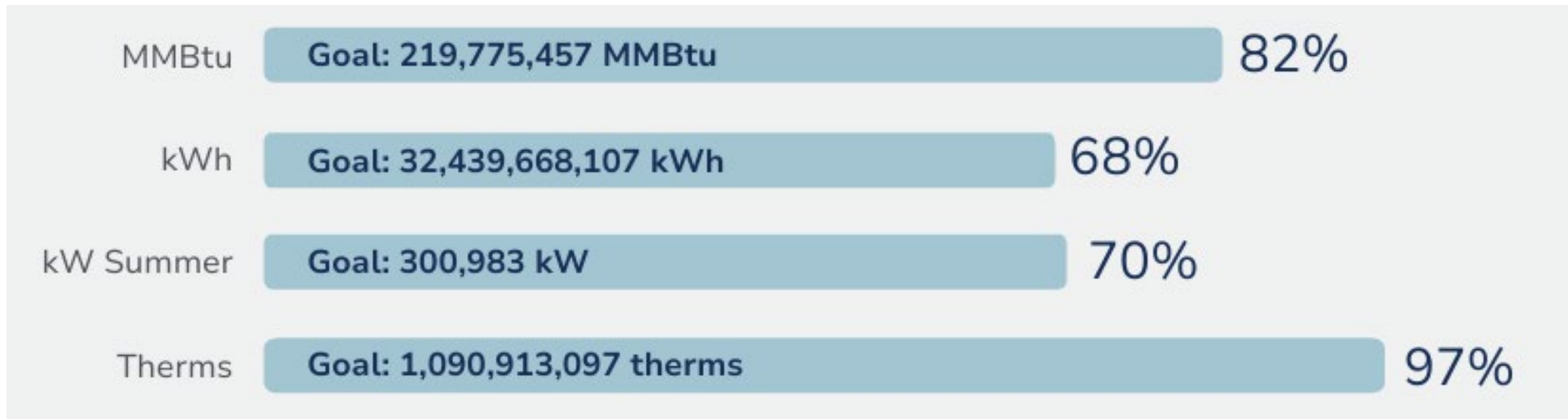
Agenda

- 2025 Program Evaluation
- Quad V (2027-2030) Planning Process
- 2026 Program Updates
- Training Calendar
- Pilot Updates
- Marketing and Public Relations
- Federal IRA Home Energy Rebates

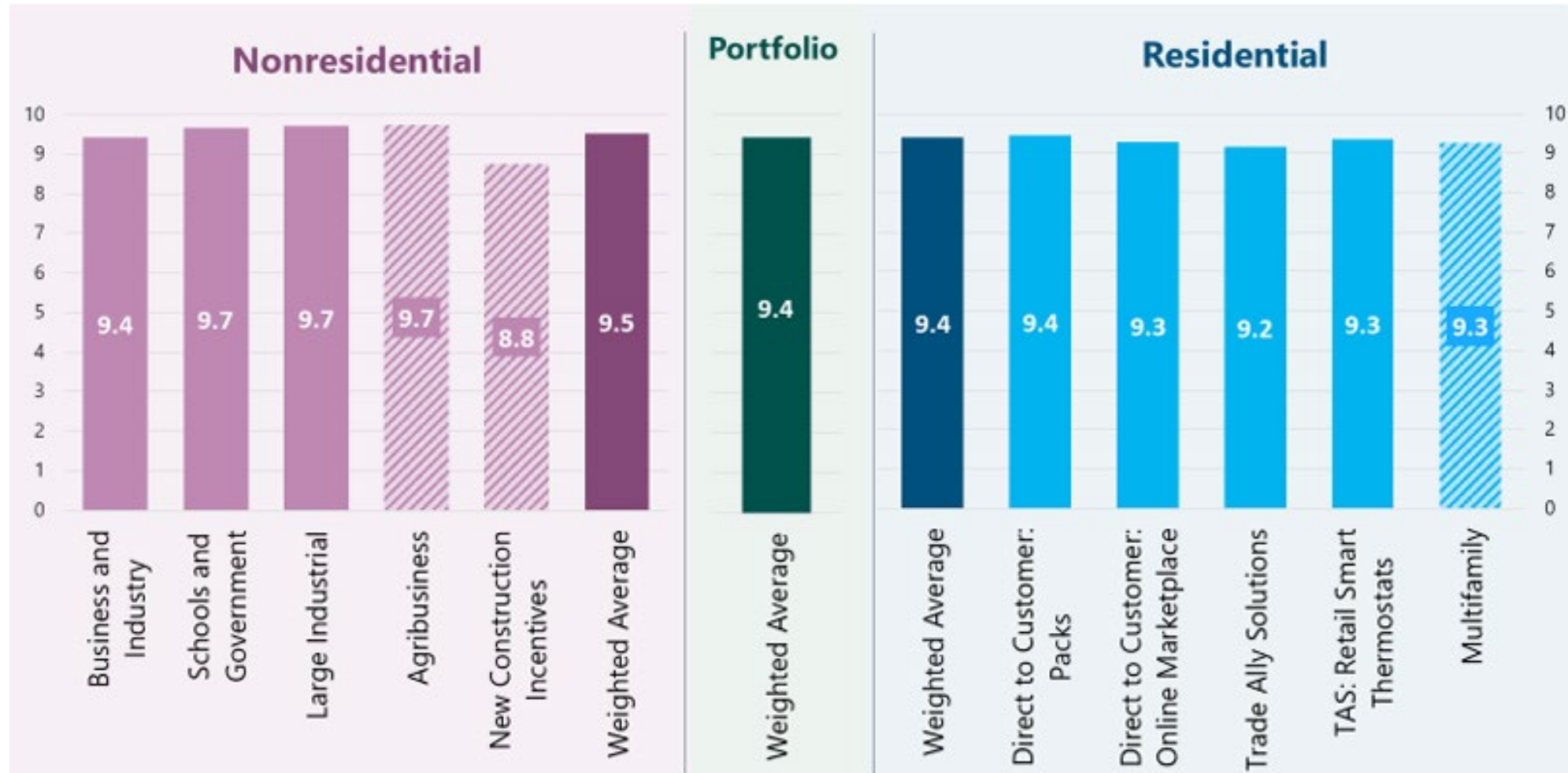
2025 PROGRAM EVALUATION HIGHLIGHTS

2025 ENERGY SAVINGS

Achievement towards Four-Year (2023-26) Verified Gross Lifecycle Savings Goal



2025 CUSTOMER SATISFACTION



2025 COST EFFECTIVENESS

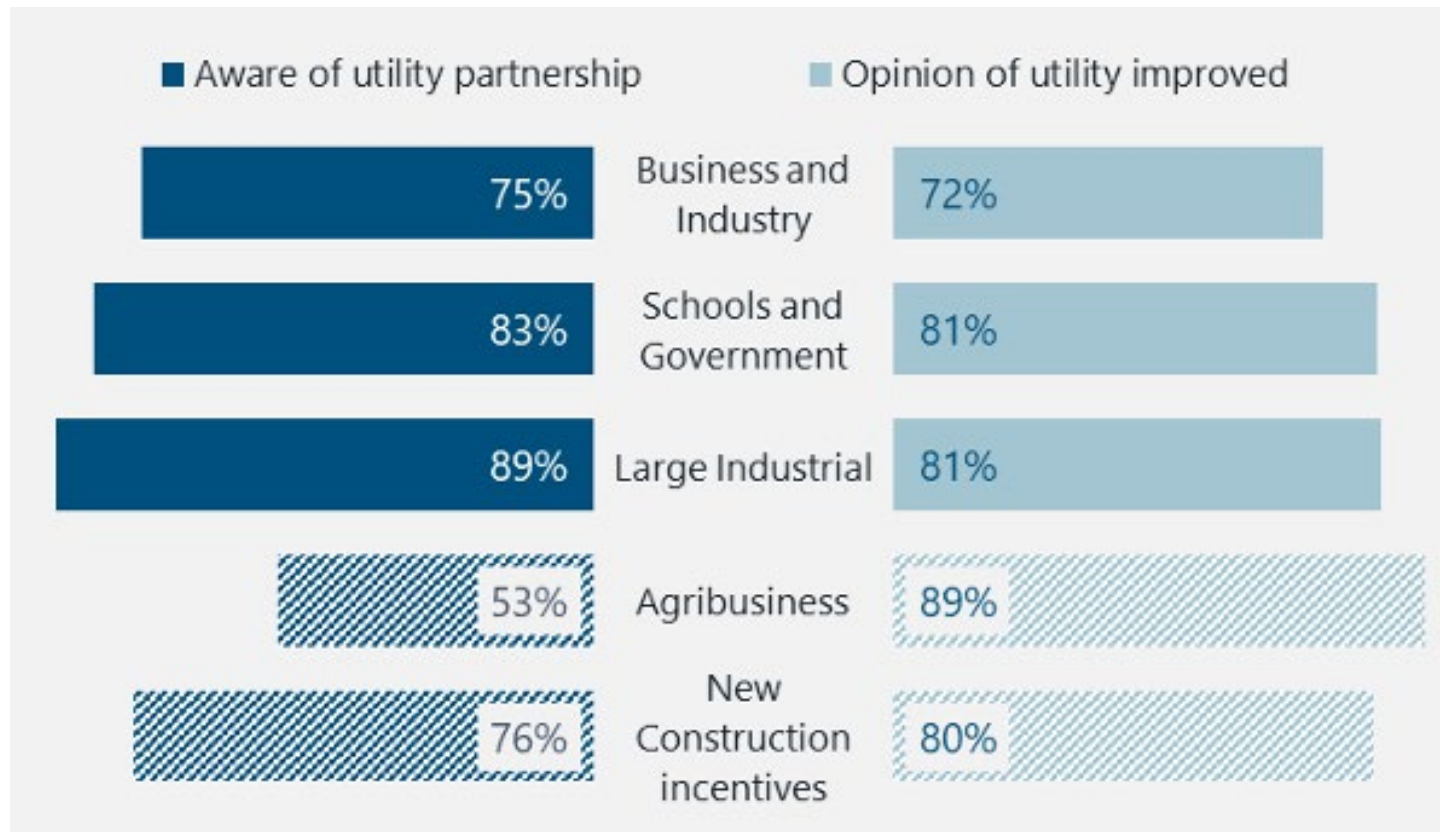
Year	Residential	Nonresidential	Renewables	Total
2023	1.43	3.13	1.21	2.17
2024	1.75	3.60	1.23	2.45
2025	1.84	3.33	1.28	2.38

Total portfolio must pass a benefit/cost of 1.0 (return more than \$1 in benefits for every \$1 spent).

With economic benefits included, benefit/cost ratio for 2025 increases to **3.57**.

2025 NONRESIDENTIAL PARTICIPANT SURVEY

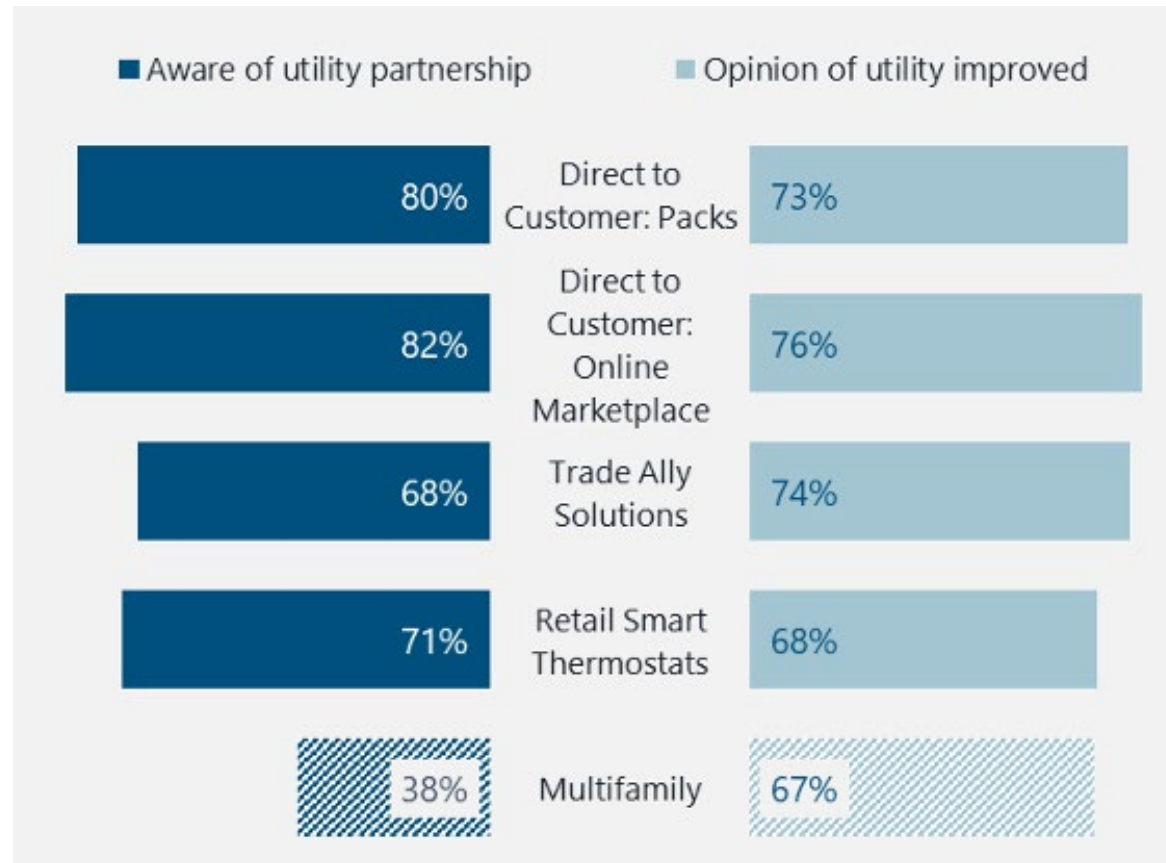
Awareness and Opinion of Utility Partnership with Focus on Energy



Textured bars represent results from less than 20 surveys.

2025 RESIDENTIAL PARTICIPANT SURVEY

Awareness and Opinion of Utility Partnership with Focus on Energy



Textured bars represent results from less than 20 surveys.

QUAD V (2027-2030) PLANNING

QUAD V PLANNING TIMELINE

Activity	Time Period
Commission Decision Quad V Priorities	May 14, 2026
Program Administrator Portfolio Plan Development	May – July 2026
Portfolio Plan, Goals and Measurable Targets – Staff Memorandum and Comment Period	September 2026
Commission Decides on Program Plans and Goals	October 2026
SEERA-APTIM Contract Development and Execution	October – December 2026
Quad V Begins	January 1, 2027
Implementation procurement/contracting as needed.	Q2 2027
Launch New Program Offerings	January 2028



2026 MIDYEAR PROGRAM, PILOT UPDATES, & TRAININGS

RESIDENTIAL INCENTIVE UPDATE



Mail-In Rebates – No Changes

Insulation & Air Sealing			
	Standard	Moderate	Low-Income
ENERGY STAR® Qualified Air Sealing*	\$850	\$1,160	\$1,475
Attic Insulation	\$650	\$750	\$850
Foundation Insulation	\$90	\$120	\$150
Sill Box Insulation	\$90	\$120	\$150
Wall Insulation	\$575	\$575	\$575
Duct Sealing - Conditioned	\$90	\$90	\$90
Duct Sealing - Unconditioned	\$1,000	\$1,000	\$1,000
DIY Attic Insulation & Air Sealing	\$200	\$200	\$200
Retail-Purchased Smart Thermostats			
Smart Thermostat	\$50	\$50	\$50

Instant Discounts – No Changes

HVAC Type	Standard Discount	Income-Qualified Discount
Natural Gas Furnaces	\$100	\$400
Natural Gas Boilers	\$300-\$450	\$500-\$650
Heat Pumps	\$100-\$700	\$300-\$900

Water Heater Type	Discount	Contractor- Installed Smart Thermostat	Discount
Heat Pump	\$300	Smart Thermostat	\$50
Indirect	\$200		
Tankless	\$100		

SOLAR PV INCENTIVES

Solar PV Rebates – **No Changes**

- Residential
 - \$600 per kW, up to \$2,400
- Business
 - \$600 per kW, up to \$2,400
 - \$50 per kW thereafter, max incentive \$25,000



LIMITED-TIME WINDOWS REBATE

- Launched June 1 to evaluate customer interest and program impacts
- Available through select Focus on Energy Trade Allies
- Must replace existing single-pane or double-pane clear windows with ENERGY STAR® Version 7 certified windows
- Applies to windows installed in conditioned spaces in existing single-family homes only
- Reservation required before purchase and install

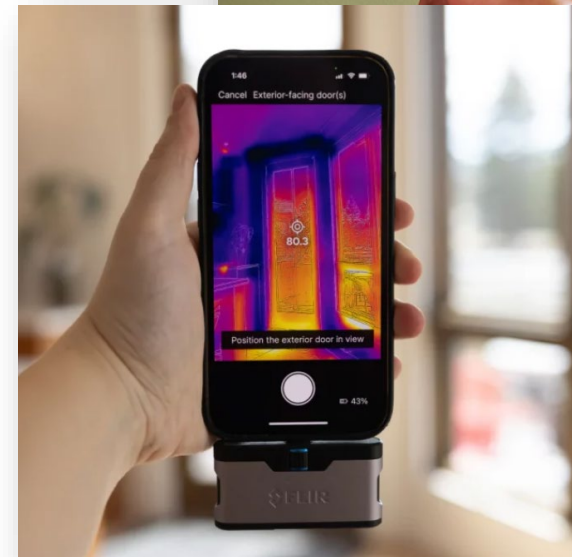
Household Income	Rebate
Standard (>150% AMI)	\$200 per window (up to \$3,000)
Moderate Income (80%-150% AMI)	\$400 per window (up to \$5,000)
Low Income (<80% AMI)	\$600 per window (up to total material cost)



RESIDENTIAL UPDATE

Online Marketplace

- Build-Your-Own Packs
 - Launched in Q1 to limited audience
 - Increased flexibility for participants
- DIY Assessment Tool
 - Launching in Q3
 - Thermal camera + guided app assessment
 - Personalized home energy report
 - Expert recommendations and next steps



BUSINESS PROGRAM UPDATES

- No major midyear rebate changes.
 - Upcoming edits to Lighting & HVAC catalogs to clarify requirements.
 - Modification to food service instant discounts coming later in Q3.
- No competitive RFP scheduled for Q3; CHP RFP
- Website Updates:
 - [Business Resource Tool](#) - look up rebate and incentive amounts by customer and project type.
 - [EA Directory](#) - search for an Energy Advisor based on sector and ZIP code.
 - Coming soon! Chamber of Commerce Toolkit.

TRAININGS

Upcoming Webinars

Date	Session
Aug 5-6	HVAC Applications for Commercial, Small Industrial, Schools & Gov't
Aug 18	Energy Efficiency Opportunities for Grocery and Convenience Stores
Aug 25*	Converting Energy Audits into a Business Plan
Sept 8*	Gas vs Electric: And the Winner is ...
Sept 15-16*	Industrial Ventilation and Process Heat Recovery
Sept 24	Power Quality Considerations for Energy Efficiency and Renewable Energy Systems
Sept 29*	Commissioning Best Practices

*A recording of this webinar will be available the day after the training date. The link, which will be available for approximately one year, can be found here: [Webinar Recordings](#)

PILOTS



Completed Pilots

- Accessible Efficiency (Jan 2025 - Dec 2025)
- Life Science Midstream (Apr 2023 – Dec 2025)
- Integrated Controls (Nov 2022 – Dec 2025)

Completing this Year

- Community Impact (2022)
- Focus Force Milwaukee (2023)
- Empowering Faith Communities (2024)
- Home Energy Upgrades (2025)

PILOT: HOME ENERGY UPGRADES



- **Summary of pilot goals:**

- Provides no-cost whole-home energy and safety retrofits for households earning 60–80% AMI while identifying support gaps, common improvement needs, and participation barriers within this income range.
- Identify leads through community-based organization partnerships

- **Timeline:**

- June 2024- December 2026

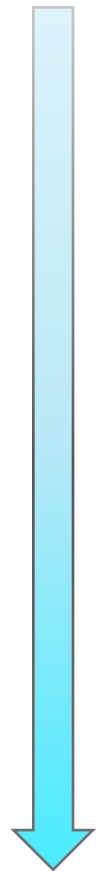
Phase I

Community	Black River Falls
Project Goal	50 Single family, 5 Multifamily
Current Progress	44 projects completed by December 2025

Phase II

Community	Racine	Kenosha
Project Goal	50 Single family, 12 Multifamily	50 Single family, 12 Multifamily
Current Progress	20 completed single family, 12 completed multifamily	10 completed single family, 12 completed multifamily

PITCH DAY



Jun 24	Request for concepts issued
Jun 29	Applicant questions due
July 1	Applicant Q&A response
Jul 28	Concepts Due
Aug 28	Invitation to Pitch Day sent
Oct 7	Pitch Day
Oct 16	Notification of winning pitches
Oct 23	Applicant(s) accepts

Concept Categories

- **Renter-Focused Solutions**
 - Sub-Category One: Limited Income Renters
 - Sub-Category Two: Market Rate Renters
- **Expanding Service to Communities of Focus**
- **Demand Savings and Load Flexibility to Business Customers**

MARKETING AND PUBLIC RELATIONS



Energy Efficiency Champions

Dave Leeder

Kwik Trip

Onsite Performance – Trade Ally

School District of La Crosse

- [Anniversary Web Page](#)
- [Anniversary Podcast Episodes](#)
- Energy Efficiency Champions
 - Worked with Focus for 25 years
 - Event in September
- Digital Advertising

BUSINESS ADS – MAY-OCTOBER



SUPPORT YOU DIDN'T KNOW YOU HAD

For 25 years, we've helped Wisconsin manufacturers save energy and money. Here's how we'll support your business:

-  Providing Expert Guidance
-  Offering Financial Incentives
-  Improving Your Bottom Line



See What Your Business Could Save



SUPPORT YOU DIDN'T KNOW YOU HAD

For 25 years, we've helped Wisconsin businesses save energy and money. Here's how we'll support yours:

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See What Your Business Could Save



SUPPORT YOU DIDN'T KNOW YOU HAD

For 25 years, we've helped Wisconsin farmers save energy and money. Here's how we'll support your business:

-  Providing Expert Guidance
-  Offering Financial Incentives
-  Improving Your Bottom Line



See What Your Farm Could Save

RESIDENTIAL ADS – JULY-OCTOBER

25

focus on energy

Partnering with Wisconsin utilities

"YOU'VE BEEN AROUND HOW LONG?"

WE HEAR THAT A LOT.



WE'VE ACTUALLY BEEN AROUND FOR 25 YEARS,

helping Wisconsinites make smart energy efficiency decisions for their homes.

CHECK US OUT!

25

focus on energy

Partnering with Wisconsin utilities

THE MYSTERY IS SOLVED!

We've been helping residents uncover ways to save energy and money for 25 years.

START YOUR INVESTIGATION TODAY!



CELEBRATING 25 YEARS

focus on energy

Partnering with Wisconsin utilities

WE'VE BEEN HELPING WISCONSIN SAVE ENERGY & MONEY FOR 25 YEARS

THAT'S 175 DOG YEARS!



FOCUS ON ENERGY® helps you, and your best friend, stay comfortable at home.

LEARN HOW YOU CAN START SAVING!

CELEBRATING 25 YEARS

focus on energy

Partnering with Wisconsin utilities

HELPING WISCONSIN SAVE ENERGY & MONEY FOR 25 YEARS

THAT'S 175 DOG YEARS!



FOCUS ON ENERGY® guiding people on their energy efficiency journeys since 2001.

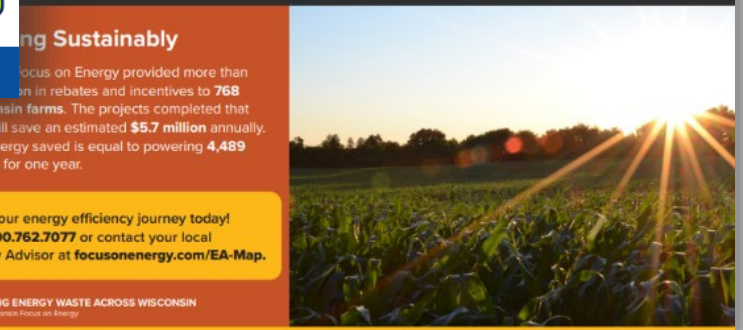
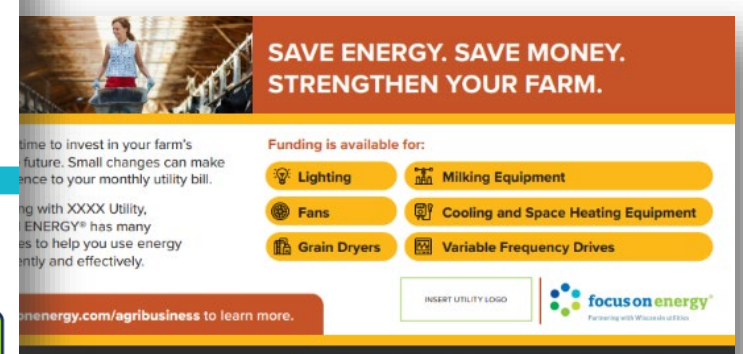
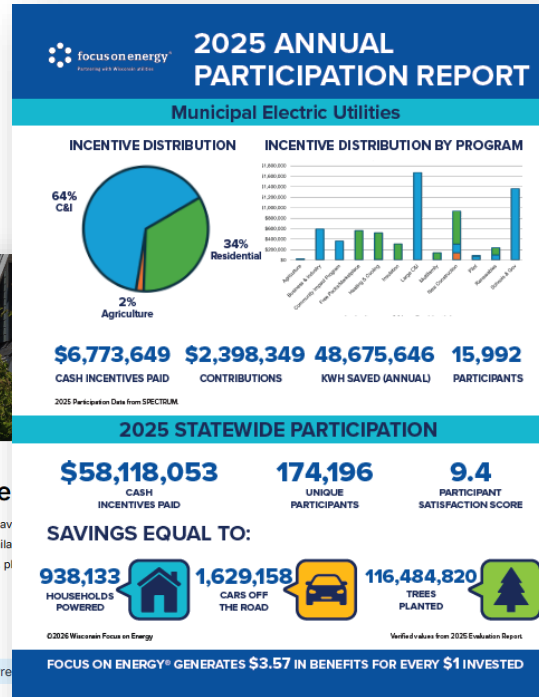
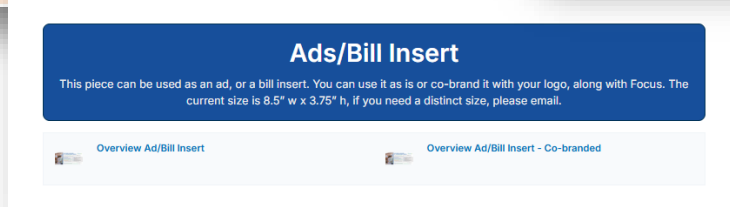
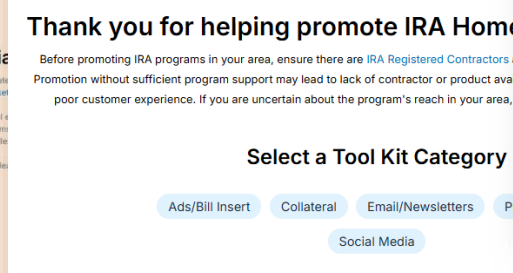
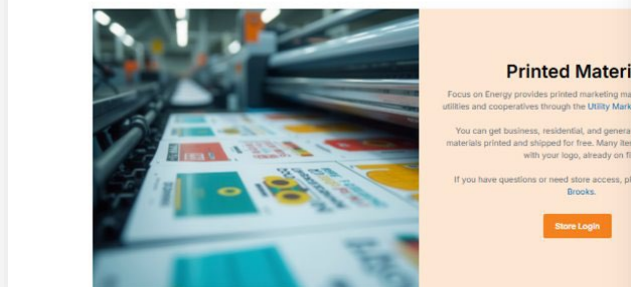
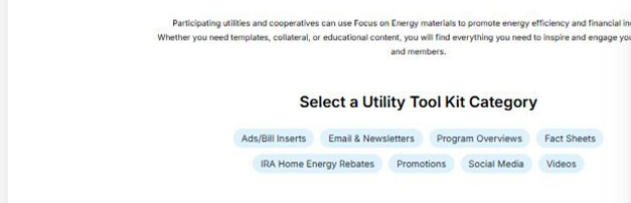
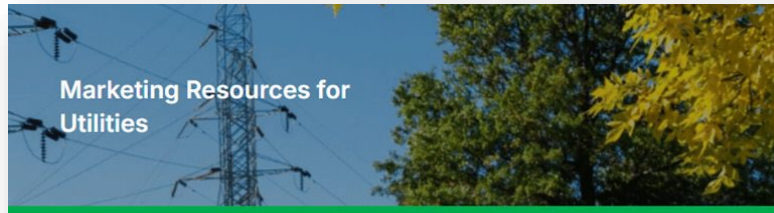
LEARN HOW YOU CAN START SAVING TODAY!

2026 ENERGY EFFICIENCY EXCELLENCE AWARD WINNERS

Business / Organization	Location
Badger Holsteins	Unity
Brown County	Green Bay
Domtar AW LLC	Nekoosa
PPG	Oak Creek
School District of River Falls	River Falls
UW – Stevens Point	Stevens Point
Trade Ally / Program Partner	Location
August Winter & Sons	Appleton
B&B Electric	Eau Claire
Beyond Energy LLC	Waukesha
Brubacker Ag Equipment LLC	Curtiss



UTILITY MARKETING RESOURCES



focusonenergy.com/utility-marketing

FEDERAL INFLATION
REDUCTION ACT (IRA)
HOME ENERGY
REBATES PROGRAM
UPDATE

IRA HOME ENERGY REBATES



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

HOMES PROGRAM

Home Efficiency Rebates

HEAR PROGRAM

Home Electrification and Appliance Rebates



IRA HOME ENERGY REBATES



	HOMES	HEAR
SAVINGS	• Performance-based whole-home rebates.	• Instant discount on invoice or post-purchase rebate with qualified appliances at retail stores.
UPGRADE TYPE	• Not specific to any one technology. • But not all technologies allowed.	• Qualifying electric appliances and home upgrades.
WHO IS ELIGIBLE?	• All Wisconsin residents. • Rebates based on predicted savings and household income.	• Low- and moderate-income households (<150% Area Median Income). • New construction is eligible for some upgrades.
BASIC REQUIREMENTS	• Existing homes only. • Requires an energy assessment. • Must use an IRA Registered Contractor.	• Most equipment must be purchased and installed by an IRA Registered Contractor. • Retail purchases can be self-installed, but recommend using a professional, especially when capping a gas line.
RETAIL OPTION	No	Yes, for certain equipment.

IRA Rebates **may also be combined** with Focus on Energy rebates and discounts, utility rebates, and the Weatherization Assistance Program.

INFLATION REDUCTION ACT UPDATES

The Wisconsin IRA Home Energy Rebate programs (HOMES and HEAR) continue to make a difference. Through June 2026:

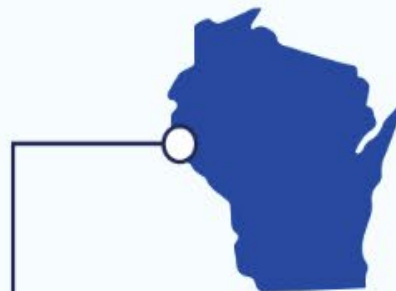


\$14 MILLION

in rebates and incentives have reached Wisconsin households

OVER 250 IRA CONTRACTORS

are available to complete projects, including Spanish-speaking contractors



Projects have been completed in

67 OUT OF 72

Wisconsin counties

Income qualified households may get

UP TO 100% OF PROJECT COSTS COVERED

depending on income and upgrades desired

125 PARTICIPATING STORE LOCATIONS

signed up to help residents navigate HEAR appliances



focus on energy[®]

Partnering with Wisconsin utilities

HOME EFFICIENCY REBATES (HOMES): EXPECTED CHANGES 9/1/26

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

For projects reserved after August 31, 2026:

- The HOMES Quality Install Tool, including photo submissions, will **no longer be required**.
- ENERGY STAR is encouraged but **no longer required**.
- A BPI-2400 Annex E modeling alternative may be available for homes with limited utility bill history. Details are still being determined.
- **Multifamily updates:**
 - Common area upgrades will be allowed when demonstrated to benefit tenants.
 - Central system upgrades in mixed-use buildings may be allowed when most benefits go to the residential portion of the building.

HOMES PARTICIPATION

THROUGH JUNE 2026



1,330

Energy
Assessments
for <80% AMI

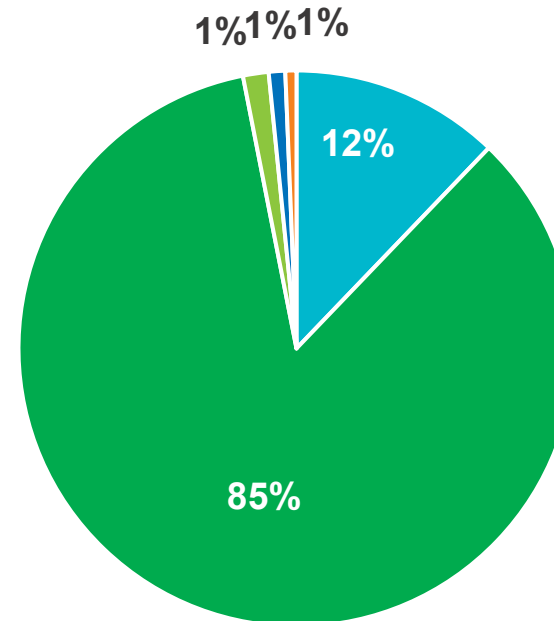
564

Homes
Upgraded

\$6,270,453

Rebate \$ Paid
(Projects + Low-Income Assessments)

Rebate \$ Spend Breakdown



- Energy Assessment
- <80% AMI
- 80-150% AMI
- >150% AMI
- Disadvantaged Community Contractor Bonus

HOME ELECTRIFICATION AND APPLIANCE REBATES (HEAR): EXPECTED CHANGES 9/1/26

Projects submitted for reservation on and after **September 1** will qualify under new program eligibility rules:

- Heat pump water heaters, heat pump clothes dryers, and electric cooking appliances:
 - Only **existing electric equipment** may be replaced for these measures.
 - Existing gas appliances will no longer be eligible for replacement.
- Heat pumps for space heating and cooling:
 - May be installed in any home. If a fossil fuel system is currently in place, it must remain.
 - No longer required to provide at least 51% of heating in the home.
 - Must meet weatherization requirements before installation.

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.

Type of Home Energy Project/Qualified Technology	Rebate Max Per Product Category	Eligible for New Construction
ENERGY STAR® electric heat pump water heater	Up to \$1,750	Yes
ENERGY STAR electric heat pump for space heating and cooling	Up to \$8,000	Yes
Electrical load service center (electrical panel)	Up to \$4,000	No
Electrical Wiring	Up to \$2,500	No
ENERGY STAR Insulation, ENERGY STAR ventilation, air sealing	Up to \$1,600	No
ENERGY STAR electric heat pump clothes dryer	Up to \$840 (Rebate Not Yet Available)	Yes
ENERGY STAR electric stove, ENERGY STAR cooktop, ENERGY STAR range*	Up to \$840 (Rebate Not Yet Available)	Yes

*Rebates are available only when upgrading from a non-electric appliance.

HEAR PARTICIPATION

THROUGH JUNE 2026



1,501

Projects

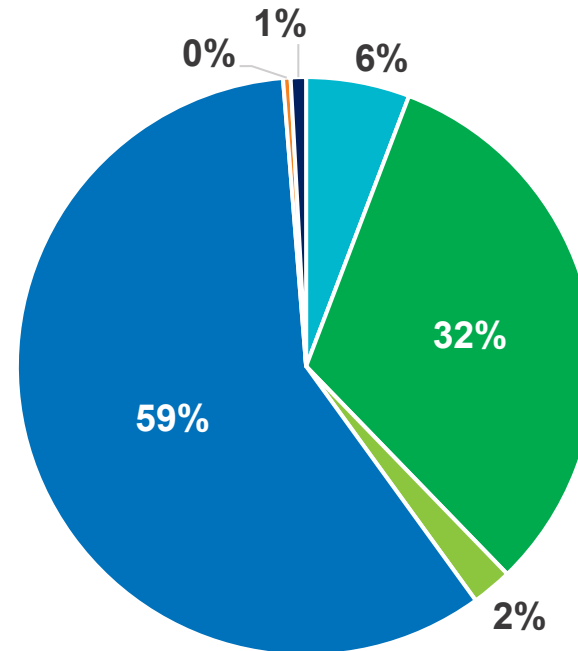
>70%

Rebate \$ to
Low-Income

\$9,109,702

Rebate \$
Paid

Rebate \$ Spend Breakdown

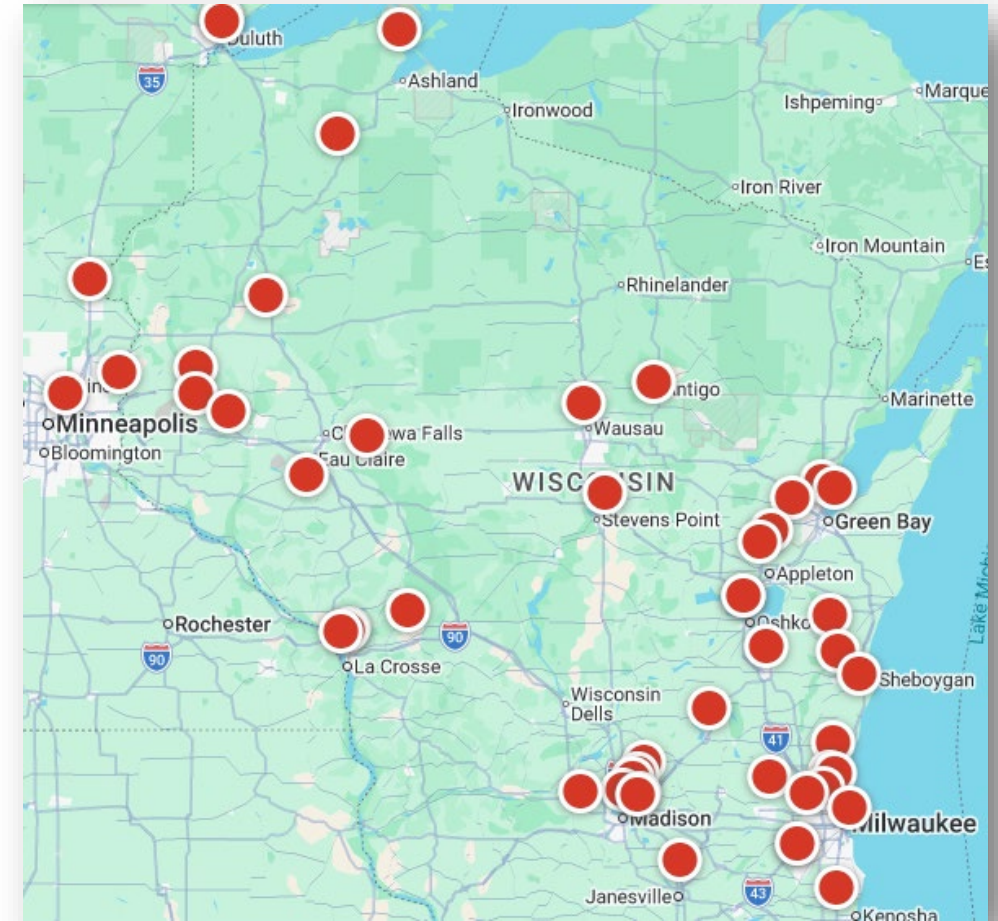


- Building Shell
- Electrical Panel & Wiring
- Heat Pump Water Heater
- Heat Pump Heating/Cooling
- Heat Pump Clothes Dryer
- Induction Cooktop/Stove

RESOURCES FOR PARTICIPATING



- [Focus IRA Website.](#)
- [OEI July 2026 Newsletter](#) - language about program changes.
- [Find an IRA Registered Contractor.](#)
- [Income verification.](#)
- [Online application.](#)
- Paper application in [English](#) and [Spanish](#).
- [Support email](#) or call 800.762.7077.



QUESTIONS?

