

# 2024 FOCUS ON ENERGY® PROGRAM UPDATES

## Residential

- Income-Qualified Rebates
  - Adjusted Income Qualification (Tier 2) requirements to 80% Area Median Income (AMI).
  - Improved qualification process.
- Heating & Cooling
  - Reduced incentive for cold climate air source heat pump to \$1,000.
    - For existing primary heating fuel: natural gas or electric.
  - Modified efficiency requirements for heat pumps to align with CEE standards.
- Online Marketplace
  - Enhanced customer experience.
    - All orders receive free shipping.
    - Modified free energy saving pack configurations to align with customer interest.
- Multifamily
  - Multifamily New Construction Product Equipment Performance (PEP) incentives to utilize Express Energy Design Assistance (EDA) approach.
    - Follow similar incentive structure as existing EDA offering.
    - Can be applied for while project is underway but design not yet finalized.
  - Increase in custom project incentives:
    - \$0.15 per kWh
    - \$300 per peak kW
    - \$2.50 per therm
  - Increase in steam trap surveys and repairs:
    - <10 PSI \$50
    - <50 PSI \$75
    - <125 PSI \$100
  - Thermostatic radiator valves have been added at \$20/valve.
- New Homes
  - New participation opportunity - incentives for Manufactured Homes.
    - Targets retailers and communities purchasing ENERGY STAR® or Zero Energy Ready homes.
    - Provides an incentive to retailers up to \$1,750 per home.
    - Federal tax credits for manufacturers will be leveraged and promoted.
    - Accepting reservations now for homes sited on or after January 1, 2024.

## Business

- Prescriptive Incentives
  - Increased incentives on LED downlights, high bay/low bay fixtures, and occupancy/vacancy sensors.
  - Maintaining DLC v5.0 requirement.
  - Removed 500 HP cap on VFDs.
- Modifications to existing participation opportunities
  - Project Assessment Incentive (PAI) cap increased to \$15,000 (up from \$7,500).
  - Industrial Staffing Grant modified to offer earlier partial payment.
- Launch of new participation opportunities and resources
  - Express EDA online tool (available in Q1 2024).
  - Addition of Trade Ally bonus for custom projects.
  - Adding Subject Matter Experts for Hydroelectric and Industrial Refrigeration technologies.
  - Request for Proposal for rural schools and government buildings.

## Instant Discount Program

- New Program replacing Midstream Program
  - Measures include commercial kitchen equipment, water heating equipment, and residential-grade HVAC equipment (coming mid-2024).
- Transition from Midstream
  - No significant changes expected for existing Midstream measures.
  - Residential HVAC will remain prescriptive until late Q2 2024.
  - Communications with distributors, Trade Allies, and utility partners regarding the timeline will occur throughout Q1 and Q2 as details are finalized.

## Training

- Continue with webinars to allow for larger participation.
- Several in-person sessions to be offered, including Industrial Refrigeration, Fundamentals of Compressed Air, and Solar PV.
- Hands on learning at technical schools -- Chippewa Falls, Green Bay, Madison, Milwaukee area.
- Full calendar at [focusonenergy.com/training](https://focusonenergy.com/training)