



2024 TRADE ALLY UPDATES



TODAY'S AGENDA



- General Focus on Energy updates (30 minutes)
- Intermissions and networking (20 minutes)
- IRA Overview and Discussion (60-75 minutes)

INFLATION REDUCTION ACT (IRA)



- Focus on Energy will administer the IRA Home Energy Rebate (HER) programs
 - Residential rebates for insulation, HVAC, water heating, and electrification measures
- IRA Overview and Discussion (60-75 minutes)
 - This is optional for those interested in IRA
 - Audience: Primarily residential contractors
 - Topics: Overview of the IRA rebate programs followed by Q&A and open discussion. We want your input to help influence the final design of the Home Energy Rebate program in Wisconsin.

GENERAL FOCUS UPDATES AGENDA



- Looking back at 2023
- Program and Offering updates for 2024
- Training
- Marketing
- Website
- Focus staff introductions
- Questions

WHAT IS FOCUS ON ENERGY®?



- Wisconsin utilities' statewide program for energy efficiency and renewable energy
- 107 partnering utilities
- Utility ratepayer funded
- Provides financial incentives, education, information, and other resources to encourage participation that leads to increased energy savings and reduced utility bills

FOCUS IMPACTS IN 2023

FOCUS IMPACTS IN 2023



Residential customers served by
Trade Allies:

More than 32,000

Businesses served by Trade Allies:

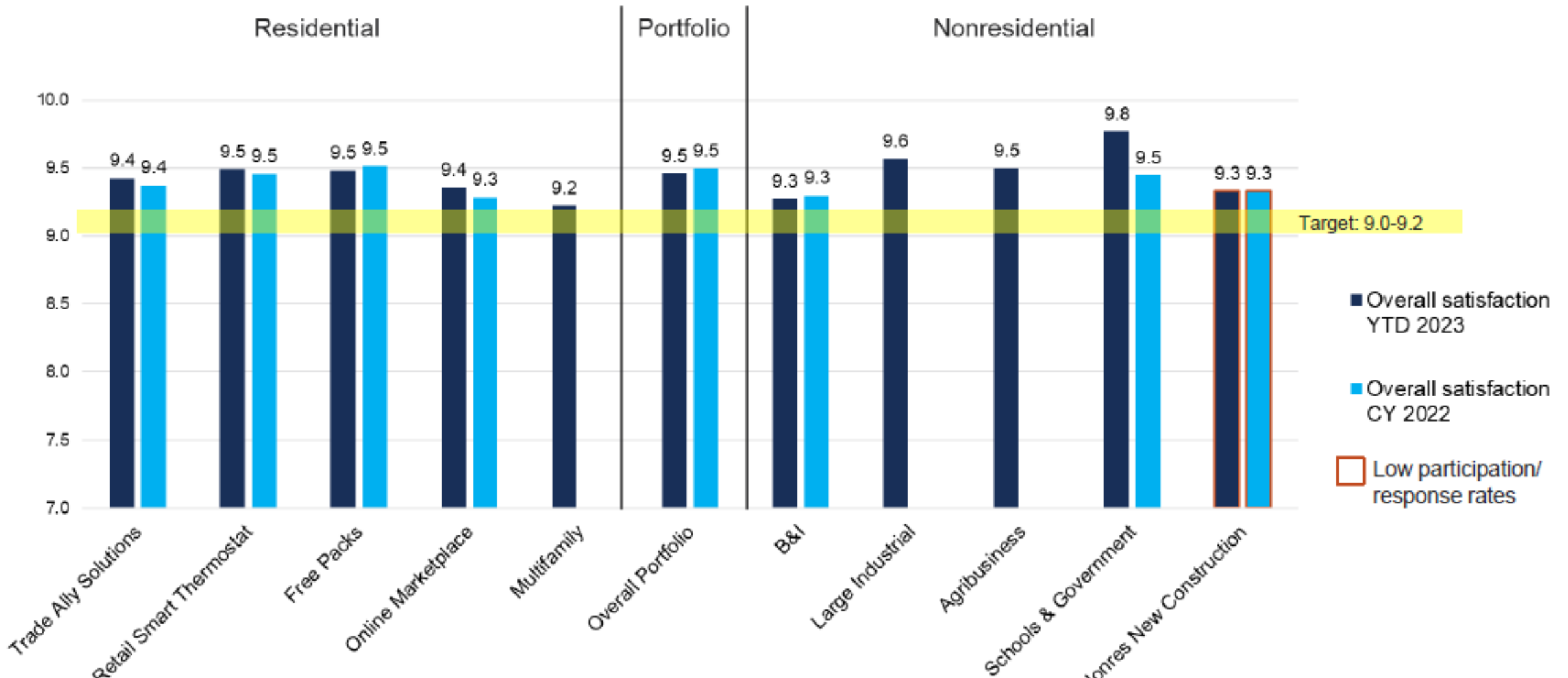
More than 4,700

Economic impact for every \$1
invested:

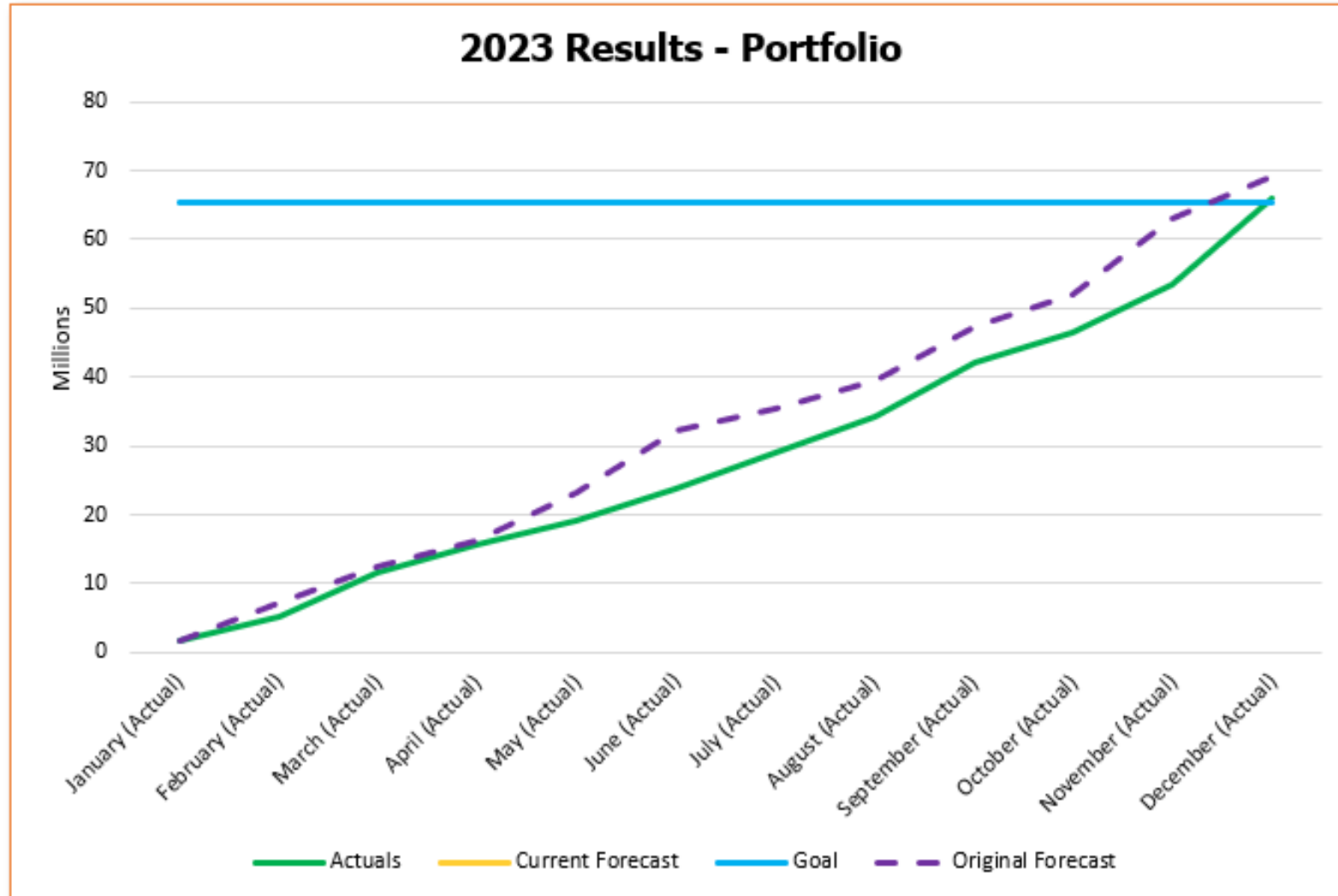
Over \$4

CUSTOMER SATISFACTION

2023 Q3 vs CY 2022



MMBTU PROGRESS (PLACEHOLDER)



PROGRAM OFFERING UPDATES

RESIDENTIAL NEW CONSTRUCTION

New! 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 (dependent upon home configuration).
- Participants are required to submit reservations
- Homes must be sited between January 1, 2024 and December 31, 2025

RESIDENTIAL NEW CONSTRUCTION

- No Changes to the New Homes Offering.
 - Incentives up to \$4,000 per home
 - Incentives paid directly to builder

MULTIFAMILY

- Increase in custom project incentive rates.
 - \$0.15 per kWh
 - \$300 per peak kW
 - \$2.50 per therm
- Increase in incentives for steam trap surveys and repairs.
 - <10 PSI \$50
 - <50 PSI \$75
 - <125 PSI \$100
- New incentive for thermostatic radiator valves at \$20/valve.

- Minor changes to incentive and equipment requirements for heat pumps
 - Reducing incentive for cold climate air source heat pump to \$1,000
 - Efficiency requirements for heat pumps align with CEE standards

INSULATION & AIR SEALING (NO CHANGES)



Insulation and Air Sealing Single-Family Home (1-3 units)	Standard	Income-Qualified
ENERGY STAR Qualified Air Sealing Energy assessment required*	\$675	\$1,125
Attic Insulation	\$525	\$675
Foundation Insulation*	\$150	\$225
Wall Insulation	\$450	\$450
Duct Sealing & Insulation*	\$75	\$75
DIY Attic Insulation & Air Sealing	\$200	\$200

INCOME QUALIFICATION UPDATE



- Income Qualification (Tier 2) modifications
 - Changing requirements to 80% AMI (Area Median Income)
 - Aligns with IRA requirements
 - New process to improve customer experience

2024 Income Eligibility Household Limits

County of Residence:

Calumet County

Household Size:

4

The Maximum Household Income for your Household is:

\$81,050.00

WHAT'S CHANGING IN 2024?



- **COMING SOON!** Instant Discount Program
 - Reduces the price of equipment at the time it's purchased from a distributor or manufacturer
 - Eliminates the need for customers to submit incentive paperwork
 - What equipment is included?
 - Commercial kitchen equipment
 - Existing food service options (refrigerators, ice machines, fryers, etc.)
 - Adding discounts for qualifying broilers, deck ovens, conveyor ovens
 - Water heaters
 - Tankless, indirect, heat pump (commercial and residential) and storage (commercial only)
 - Heating and cooling equipment
 - Residential sized furnaces, boilers, and heat pumps for residential and commercial customers

INSTANT DISCOUNT PROGRAM

- Why is Focus on Energy making these program changes?
 - To help streamline participation in the programs.
 - Water heaters and commercial kitchen equipment are already discounted through Focus's existing Midstream program.
 - Transitioning residential heating and cooling measures from downstream to midstream is expected to:
 - Improve the customer experience
 - Simplify the path to participation
 - Remove the wait time for rebates and incentives
 - Make it easier for customers to apply for federal rebates at the same time as Focus incentives

Midstream vs Downstream

- **Midstream** - incentives delivered through the distributor channel
- **Downstream** - incentives delivered through contractors or applied for directly by customers

INSTANT DISCOUNT PROGRAM

- I currently participate in the Focus on Energy Midstream program, how does this change impact me?
 - Our existing Midstream program will operate as is through March 30.
 - In early February, participants will be contacted by Focus on Energy with additional information regarding the new Instant Discount Program.
 - Starting April 1, enrolled distributors and manufacturers can begin offering equipment discounts through the new Instant Discount Program.

INSTANT DISCOUNT PROGRAM

- I am a Trade Ally helping my customers apply for rebates on residential grade heating and cooling equipment. How does this change impact me?
 - Prescriptive HVAC rebates will be available for any equipment installed by May 31, 2024.
 - Starting June 1, participating distributors and/or manufacturers will begin offering the Focus discount through the Instant Discount program.
 - Additional information will be shared with Trade Allies - including contractors, distributors, and manufacturers - in March 2024, including clarification on how incentives are distributed through the new program.

We want to hear from you! Let us know what distributors you work with so we can make sure to connect with them about this Program.

WHAT'S CHANGING IN 2024?



Questions? Email us at:
instantdiscount@focusonenergy.com

BUSINESS OFFERING UPDATES

ONLINE INCENTIVE CATALOGS

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2023 HVAC / Plumbing Catalog | pages: 2 - 3 / 40

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ABOUT FOCUS ON ENERGY. Focus on Energy works with eligible Wisconsin residents and businesses to install cost-effective energy efficiency and renewable energy projects. Focus on Energy information, resources and financial incentives help to implement projects that otherwise would not get completed, or to complete projects sooner than scheduled. Its efforts help Wisconsin residents and businesses manage rising energy costs, promote in-state economic development, protect our environment and control the state's growing demand for electricity and natural gas. For more information, call 800.762.7077 or visit focusonenergy.com.

HOW TO APPLY

NEED HELP? CALL 800.762.7077

FOCUS ON ENERGY® makes saving energy and money easy for Wisconsin businesses. Use the information below to help guide your way to savings. For electronic copies of the forms, visit focusonenergy.com/catalogs.

step 1 BEFORE YOU APPLY:

Verify customer and product eligibility:

- Confirm your gas and/or electric utilities participate in Focus on Energy at focusonenergy.com/utilities.
- Read product requirements, both general and technology specific, in your equipment's corresponding incentive catalog.
- Review the Participation Requirements page.
- Review the Terms and Conditions at focusonenergy.com/terms.
- View the qualified product lists at focusonenergy.com/qpls.
- Applications exceeding \$10,000 can request preapproval. Requests received on or before December 8, 2023, will be pre-approved at 2023 incentive rates. Applications not pre-approved may not receive incentive payment if program funds have been exhausted. Pre-approval is considered complete once an incentive agreement is signed by the customer and returned to Focus on Energy.

Qualifying products must be installed by December 31, 2023.

step 2

WHAT YOU'LL NEED:

- Incentive Application and Equipment Incentive Catalogs.
- Gas and electric utility account numbers.
- Tax ID number.
- Invoices **MUST** include:
 - Trade name, address, and phone number.
 - An itemized list of products along with manufacturer name, model number, and quantity.
 - Limited purchase price of products/installation.
 - Job site address.

Reminder: 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 incentive credit, shipping, and sales tax. Like-for-like equipment replacement due to recall, warranty replacement, etc. is not eligible for an incentive.

- Manufacturer specifications (when required) — **MUST** include:
 - Full model number.
 - Energy performance information.
- Additional documentation (when required).

step 3 COMPLETE THIS APPLICATION:

- All fields on the application are required. Incomplete applications cannot be processed.
- Complete SECTION 7 with all product information. Use the Business Incentive Product Information Sheet found at focusonenergy.com/catalogs if you need additional lines.
- Include project completion date (date the last product was installed). If project is new construction, use the occupancy date. Project is considered complete when products are installed and operational.
- Complete the catalog-specific Supplemental Data Sheet for applicable measures. An asterisk (*) next to the code indicates when this is needed. Read the measure requirements in your catalog for directions.
- The utility ratepayer must sign and date SECTION 8.
- Ensure supporting documents are attached, including itemized invoices.
- Make a copy of the application and supporting documents for your records.

step 4

SUBMIT YOUR APPLICATION:

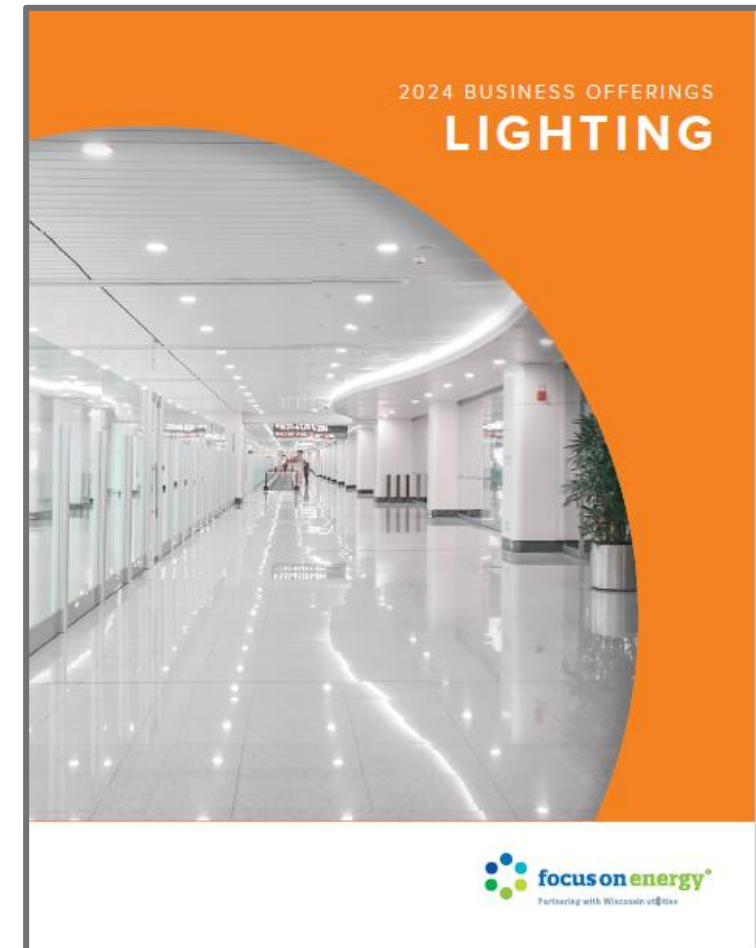
Mail or email your application and all supporting documentation. Applications must be submitted within 60 calendar days of project completion, no later than January 31, 2024.

MAIL: Focus on Energy
725 W. Park Avenue
Chippewa Falls, WI 54729
EMAIL: business@focusonenergy.com

PRESCRIPTIVE INCENTIVES UPDATES



- Prescriptive Incentives
 - Increased incentives on select lighting measures
 - LED downlights
 - High bay/low bay fixtures
 - Occupancy/vacancy sensors
 - Maintaining DLC v5.0 requirement
 - New construction lighting fixture-based incentives
 - Removed 500HP cap on VFDs



BUSINESS 2024 UPDATES

- Modifications to existing offerings
 - Project Assessment Incentive (PAI) cap increased to \$15,000 (up from \$7,500).
- Launch of new offerings and resources
 - Addition of Trade Ally bonus for custom projects.
 - NEW Express Energy Design Assistance (eEDA)
 - online tool (available in Q1 2024).

BUSINESS NEW CONSTRUCTION 2024 UPDATES

- NEW! Express EDA (eEDA)
 - Self-serve web based whole building analysis
 - Replaces Product/Equipment Performance (PEP) offering
 - Available for multifamily, warehouse and retail buildings



HVAC is important. You can spend a lot of money heating and cooling a building!

You can improve the operating efficiency of your HVAC equipment, upgrade controls, or add technologies such as heat recovery.



Good	Better	Best
Efficiency Measures: <ul style="list-style-type: none">• 5% improved DX cooling efficiency• 82% efficient gas furnace• Direct-fired furnace	Efficiency Measures: <ul style="list-style-type: none">• 10% improved DX cooling efficiency• 82% efficient gas furnace• Communicating thermostats for Apartments - Med/High Rise• Direct-fired furnace	Efficiency Measures: <ul style="list-style-type: none">• 20% improved DX cooling efficiency• 95% efficient gas furnace• Communicating thermostats for Apartments - Med/High Rise• Direct-fired furnace• High efficiency DX compressor part load performance
additional details...	additional details...	additional details...
Annual Energy Cost Savings up to \$1,100	Annual Energy Cost Savings up to \$3,200	Annual Energy Cost Savings up to \$10,300
Simple Payback 7.2 years	Simple Payback 6.5 years	Simple Payback 7.1 years
Incentives less than \$1,000	Incentives less than \$1,000	Incentives less than \$1,000
Emissions Savings (trees planted) less than 100 trees	Emissions Savings (trees planted) up to 270 trees	Emissions Savings (trees planted) up to 861 trees

Does not apply to this project

Choose the option that most closely represents your design.
If you're really stuck and need some help, click the [Help](#) button to the right.

BUSINESS NEW CONSTRUCTION 2024 UPDATES

PLANNING AND DESIGN	CONSTRUCTION DOCUMENTS	BIDDING/ ESTIMATING	CONSTRUCTION	MOVE-IN
Perfect timing for incentives	Fewer opportunities available		Prescriptive rebates	Too late if beyond 60 days after occupancy
Energy Design Assistance		Energy Design Review		
Solar Ready Buildings				
Express Energy Design Assistance (eEDA): Multifamily, Warehouse, and Retail				

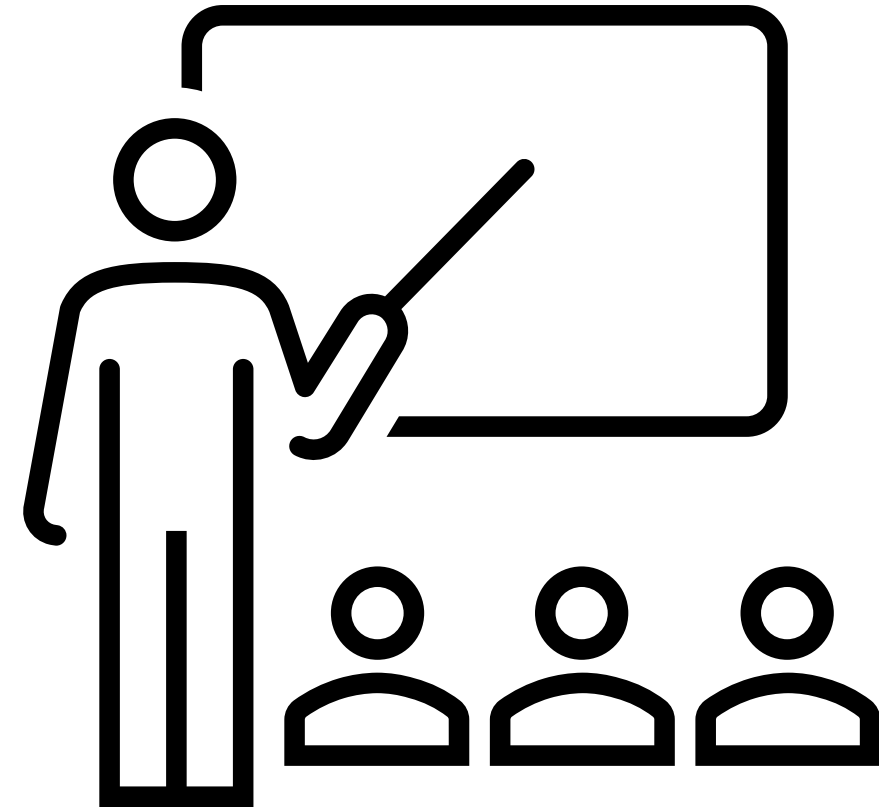
RENEWABLES (NO CHANGES)



- Residential Solar
 - Solar PV incentive remains unchanged (\$500/system)
 - Rural bonus will continue to be offered (\$500/system)
- Business Solar
 - Solar PV incentives remain unchanged (progressive incentive up to \$50,000)
 - Ag Producer Bonus will continue to be offered (match up to \$10,000)
- Custom incentives remain available for other technologies
 - Biogas, Biomass, Wind, Solar Thermal

TRAINING

- Participant feedback continues to support both online and in-person training courses
- Training calendar available. Registration open for all classes through Q1



FOCUS ON ENERGY® 2024 TRAINING SCHEDULE

January		
Jan 16:	The Four-Season Solution: Heat Pumps	One-hour webinar 9:00-10:00 AM
Jan 24-25:	Industrial Ventilation & Process Heat Recovery	Two-day webinar 8:30 AM-11:30 AM
February		
Feb 6:	Energy Management Opportunities for Property Management	One-hour webinar 9:00-10:00 AM
Feb. 7-8:	Operations and Maintenance Practices for Energy Efficiency	Two-day webinar 9:00-11:00 AM
Feb 20:	Commissioning Best Practices	One-hour webinar 9:00-10:00 AM
Feb 27-28:	Energy Management and Technology: Fundamentals and Beyond	Two-day webinar 8:30-11:30 AM
March		
Mar 5:	Gas Cooling and Dehumidification Solutions	One-hour webinar 9:00-10:00 AM
Mar 7:	Introduction to Retro commissioning	One-hour webinar 9:00-10:00 AM
Mar 26:	How to Improve Energy Efficiency in a Compressed Air System	One-hour webinar 9:00-10:00 AM
April		
Apr 18:	Fluid Motion: Achieving Energy Efficiency Pumping Systems	One-hour webinar 9:00-10:00 AM
Apr 23-24:	Power Quality Considerations for Energy Efficiency and Renewable Energy Systems	Two-part webinar 9:00-11:00 AM
May		
Q2 (date TBD):	Industrial Refrigeration – Milwaukee	In-person session two-days

On-Demand Training

[All Courses](#) [Business](#) [Residential](#) [Trade Ally](#)

Search

Q

All Courses, Trade Ally

Building Science Basics

9 Lessons | Free

Building Science Basics



All Courses, Trade Ally

Retrocommissioning (RCx) Registered Service Provider (RSP) Training

2 Lessons | Free



All Courses, Trade Ally

Midstream Overview

12 Lessons | Free



All Courses, Trade Ally

Heat Pump Water Heater Technical Training with Rheem

2 Lessons | Free



All Courses, Trade Ally

Advanced Air Sealing and Missed Air Leakage Opportunities

2 Lessons | Free



All Courses, Trade Ally

New Construction Overview

2 Lessons | Free



WEBSITE UPDATES





Helpful Federal Funding Resources

ELECTRIC HEAT PUMP GUIDE

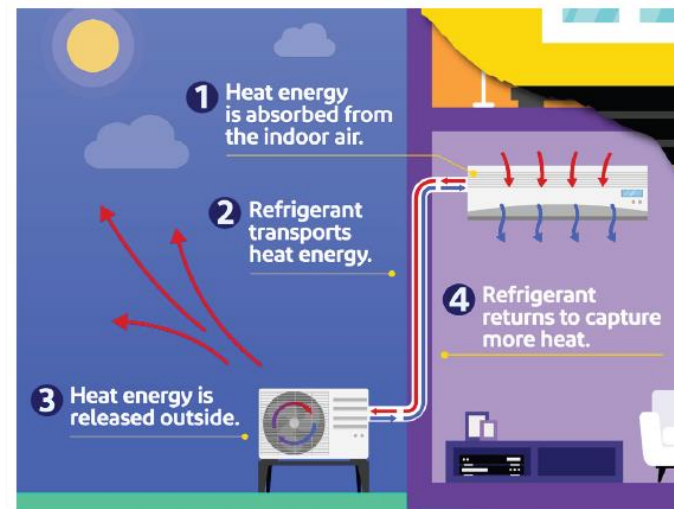
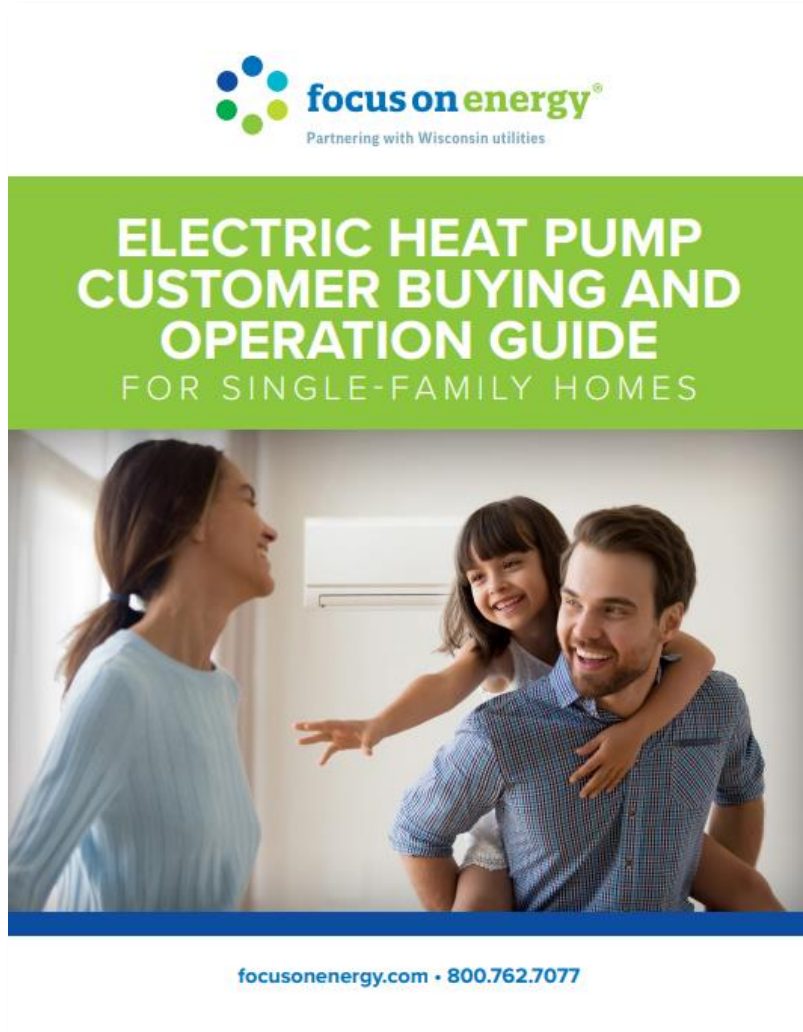


FIGURE 1: HEAT PUMP – COOLING MODE

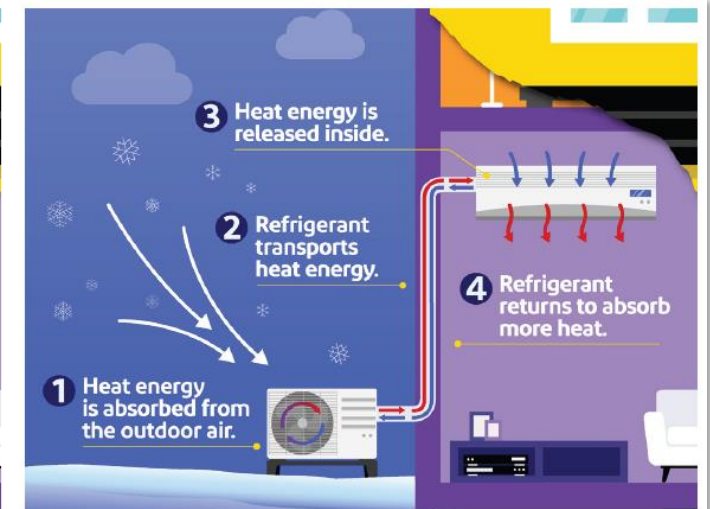


FIGURE 2: HEAT PUMP – HEATING MODE

NEW [Heat Pump Guide](#) is a great reference!

FIND A TRADE ALLY TOOL

Home

Business

Search by Zip Code

54952

Select a Distance

200 Miles ▾

— OR —

Search Business Name

Enter Business Name

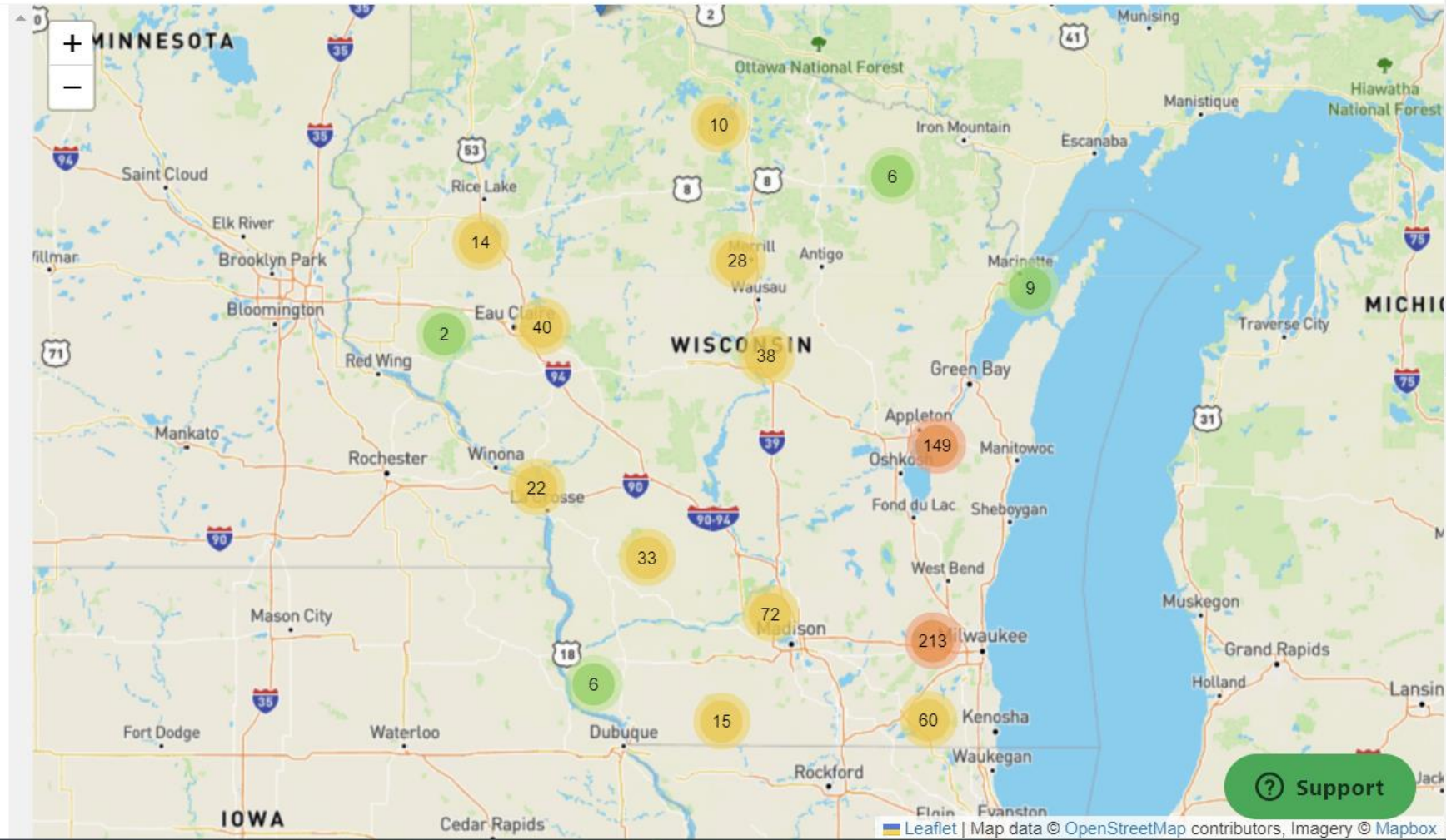
What service do you need?

HVAC ▾

Find a business certified as:

- ☐ Minority Business Enterprise (MBE)
- ☐ Women-Owned Business Enterprise (WBE)
- ☐ Disabled Veteran Business (DVB)

Search



🔍 Support

TA PROFILE PAGES



Products ▾

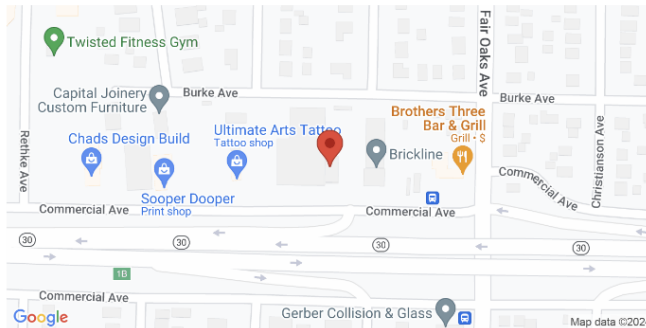
Services ▾

Rebates & Incentives ▾

Renewables ▾

Resources ▾

Home / Trade Allies / Accurate Airtight Exteriors



9.7 miles away

3336 Commercial Ave
Madison, WI 53714-1458

(866) 582-4320

info@a-aexteriors.com

<http://www.theairbarrier.com>

Accurate Airtight Exteriors

This organization is a Trade Ally partnered with Focus on Energy.

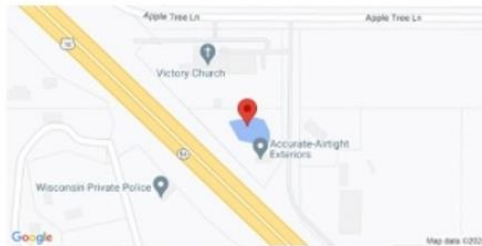
Residential Service Offerings

- Residential Insulation
- Whole Home Energy Assessment

Business Service Offerings

- ASHRAE Level 1 Energy Audit
- Insulation: Building Shell
- Business Lighting

TA PROFILE PAGES

[Products](#) ▾[Services](#) ▾[Rebates & Incentives](#) ▾[Renewables](#) ▾[Resources](#) ▾[Get Started](#)[Home](#) / [Trade Allies](#) / [Accurate Airtight Exteriors](#)

9.7 miles away

N2575 Orchard Way
Waupaca, WI 54981-8873

(866) 582-4320
info@a-aexteriors.com
<http://www.theairbarrier.com>

Accurate Airtight Exteriors



Accurate-Airtight Exteriors is an energy efficiency construction company, in business since 1998 with over 75 years of combined experience, licensed and insured. We work on existing and new construction buildings in both the residential and commercial markets. From Home Performance to Air Barrier Testing to Commercial Air Sealing, we are your complete ENERGY SAVINGS CONTRACTOR.

At A-A Exteriors, we test air barriers and reduce air infiltration to deliver energy savings through the United States. We approach each project with the determination to earn your business and do the job right the first time.

[Contact Us!](#)

HOW IS A-A EXTERIORS DIFFERENT?

- You receive peace of mind through a good investment, tailored to your project needs.

[Support](#)

ENERGY ADVISOR MAP



Products ▾

Services ▾

Rebates & Incentives ▾

Renewables ▾

Resources ▾

Get Started



Energy Advisor Map

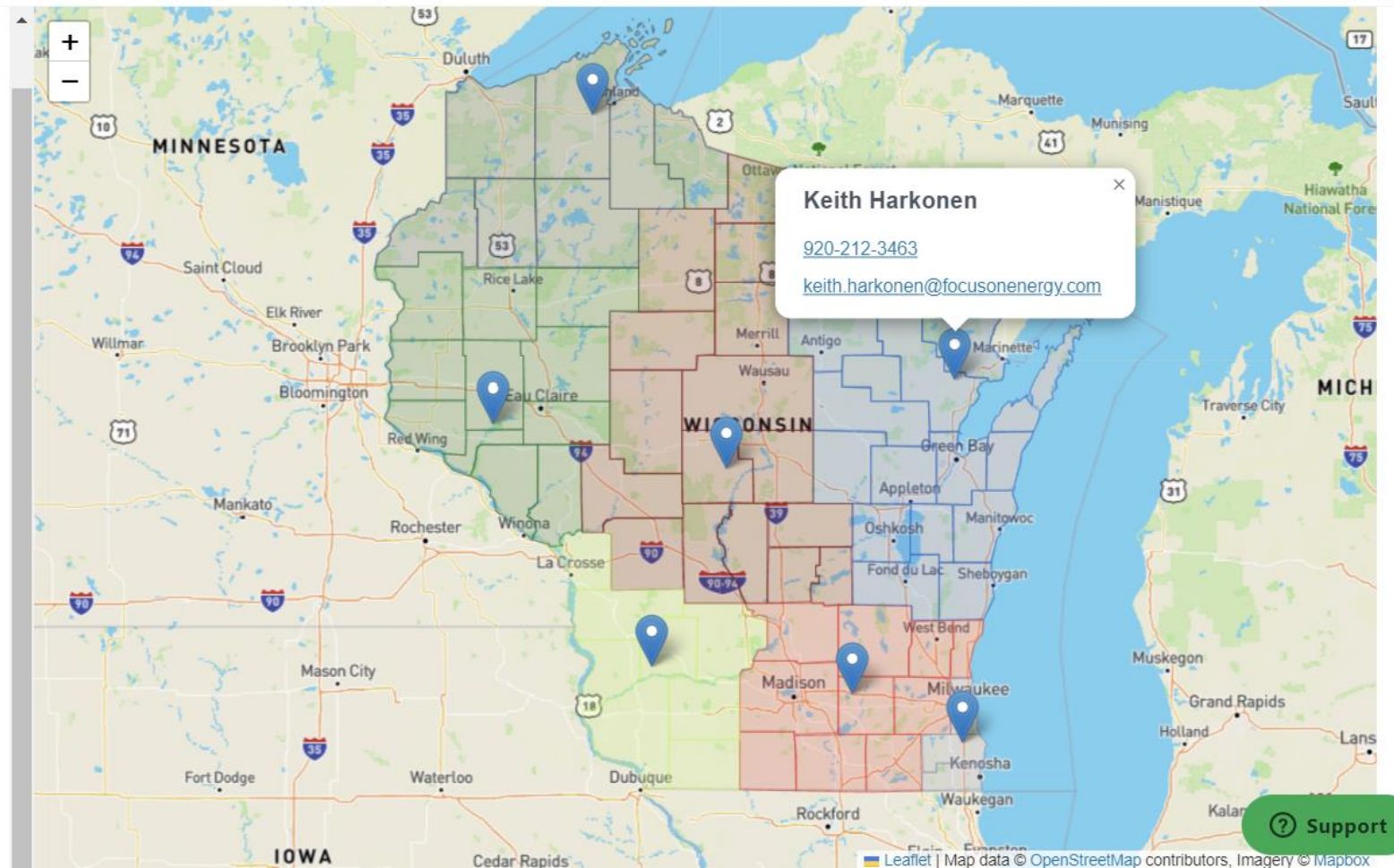
Focus on Energy Advisors are here to help guide you through your next energy efficiency project. Not sure if your project qualifies, what paperwork you'll need or you have the right equipment? We can help. Select the program below first and then the area you are located to find your advisor. Not sure which program is right for you? Provide us with some information on who you are and we'll have the right advisor give you a call or email within two business days.

Multifamily

School & Government Customers

Agricultural Customers

Business Customers



Support

CONTACT INFORMATION

Reach out to us at:

TradeAlly@focusonenergy.com

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- Jeremy Wilkinson - Residential HVAC
- Bill Plamann - Schools & Government
- Colten Sprenger – Schools & Government
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- Dave Nyquist – Business and Industry
- Keith Harkonen - Business and Industry
- Scott Hoffland - Midstream

FOCUS STAFF – WAUSAU

- Dave Nyquist – Business and Industry
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- Ryan Negro – Business and Industry
- David Voss – Schools & Government
- Jason Kempen - Residential Insulation & Air Sealing
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- Paul Dragseth - Schools & Government
- Adam Wagner – Business and Industry
- Jeff Danielson - Business and Industry
- Shawn Bode – Business and Industry
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- Andy Kuc – New Homes
- Jason Kempen - Residential Insulation & Air Sealing
- Jordyn Reynolds - Residential Insulation & Air Sealing
- Scott Hoffland – Midstream

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- Jason Kempen - Residential Insulation & Air Sealing

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- Nat Peplinski - Residential Insulation & Air Sealing
- Kelly Kavanagh - – Business and Industry
- Jeremy Wilkinson - Residential HVAC

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- Nat Peplinski - Residential Insulation & Air Sealing
- Jeremy Wilkinson - Residential HVAC
- David Voss – Schools & Government