



UTILITY PARTNERS FORUM

December 6, 2023



AGENDA

- Year in Review – 2023 Program Performance

Lisa Stefanik, Managing Director, Focus on Energy

- 2024 Program Preview

Hayley Gieseke, Residential Portfolio Manager, Focus on Energy

Erin Soman, Operations Director, Focus on Energy

Mike Plunkett, Business Portfolio Manager, Focus on Energy

- 2024 Trainings

Matt Bromley, Utility Relations Director, Focus on Energy

AGENDA

- Future Focus – Pilots, Research & Development
Levi Kingery, Sr. Consultant, Focus on Energy/VEIC
- Marketing and Public Relations
Chris Schultz-Buechner, Marketing Director, Focus on Energy
- Community Engagement
Brady Steigauf, Community Liaison Manager, Focus on Energy
- Ask Focus – FAQ
Frank Barth, Utility Relations Manager, Focus on Energy

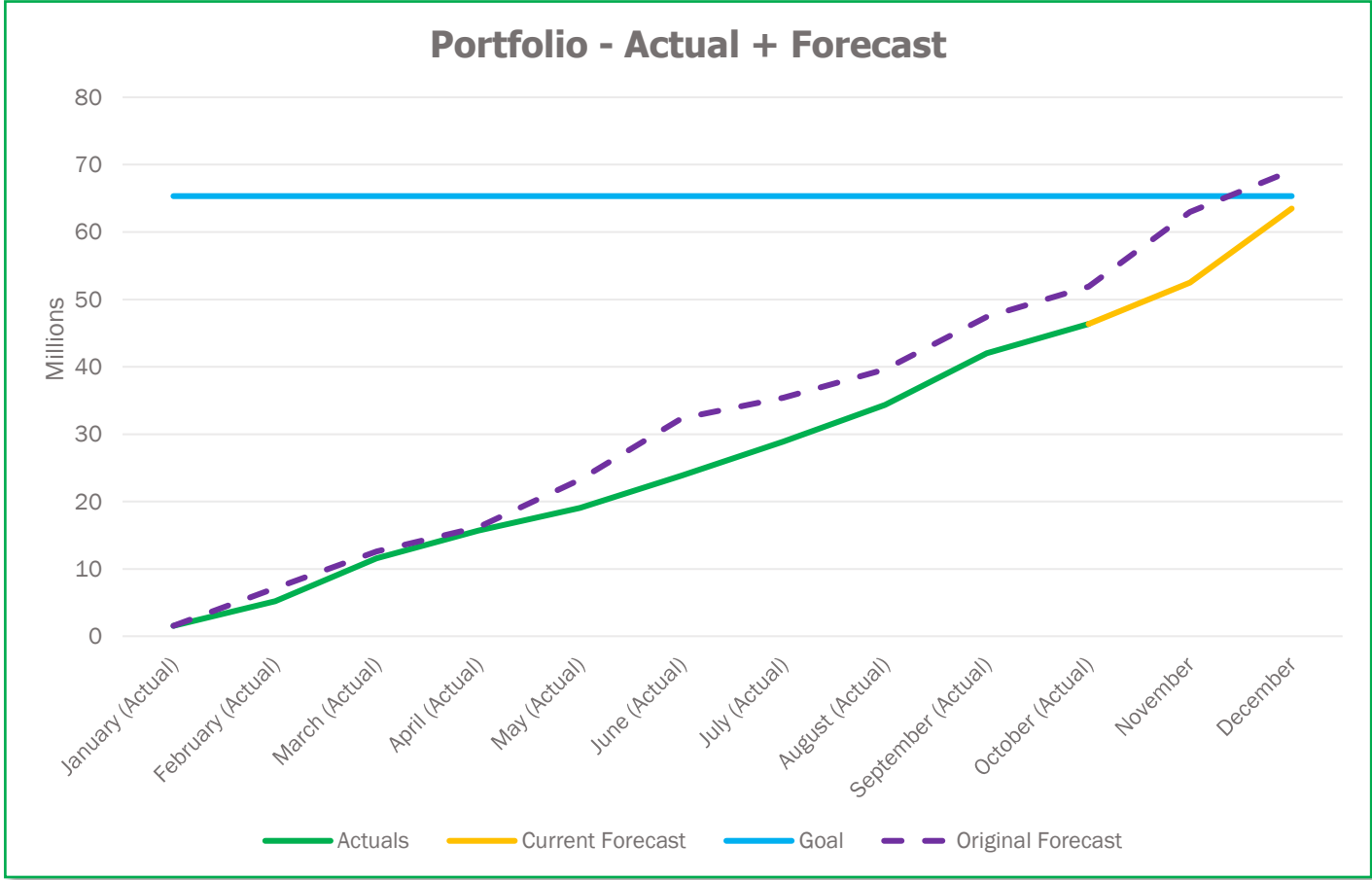
AGENDA

- Lunch
- Inflation Reduction Act Home Energy Rebates Update
Dylan Crye, IRA Home Energy Rebates Program Manager, APTIM
- Questions / Discussion

2023 PROGRAM PERFORMANCE

ENERGY SAVINGS – THROUGH OCTOBER

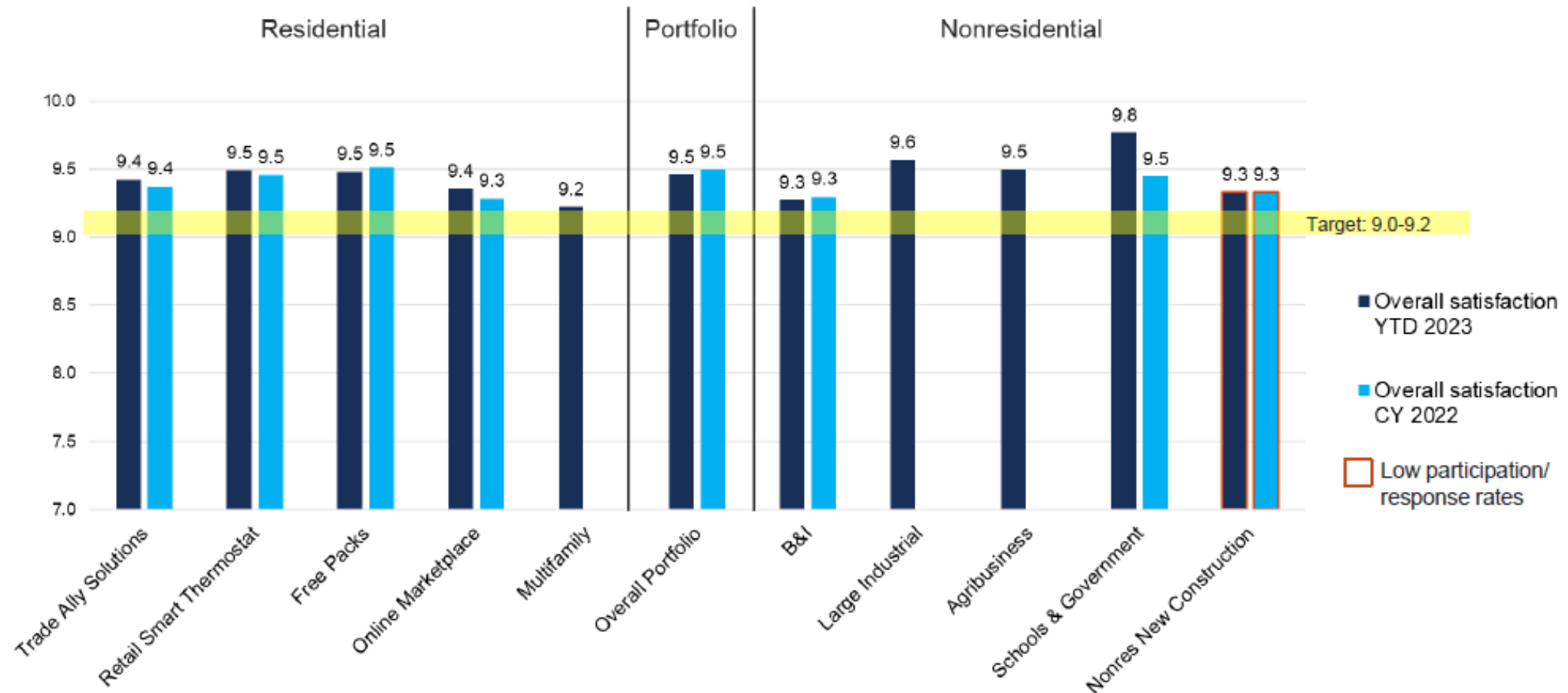
Portfolio - Actual + Forecast



	Business	Residential	Total
2023 MMBtu Target	47,365,504	17,953,776	65,319,280
Thru 10.31.23	31,552,122	14,798,269	46,350,390
% to Annual Goal	67%	82%	71%

CUSTOMER SATISFACTION

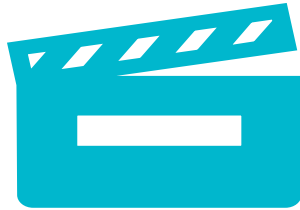
2023 Q3 vs CY 2022



2023 HIGHLIGHTS



New or
Expanded
Participation
Opportunities



Enhanced
public-facing
video and
digital content.



Spanish-
translated
program
content and
information



Community
engagement
focus



Federal
Inflation
Reduction Act
Home Energy
Rebates

2024 PROGRAM PREVIEW

RESIDENTIAL 2024 UPDATES



- Focus Online Marketplace
 - All orders receive free shipping.
- Free Energy Saving Packs
 - Keeping three pack options.
 - Removing faucet aerators and night lights and adding general purpose A19 LED bulbs.



RESIDENTIAL 2024 UPDATES



- Income Qualification for increased rebates (Tier 2) modifications.
 - Changing requirements to 80% AMI.
 - Simplified application process to improve customer experience.
- Upcoming incentive and equipment requirement changes.
 - Reducing incentive for cold climate air source heat pump to \$1000 (*for homes with natural gas or electric as primary heating*).
 - Modifying efficiency requirements for heat pumps to align to CEE standards.

RESIDENTIAL 2024 UPDATES

- Multifamily Program
 - 300% increase in custom project incentive rates (kWh, therms, kW)
 - Increase in incentives for steam trap surveys and repairs.
 - New incentive for thermostatic radiator valves (\$20/valve).
- Multifamily New Construction - Product Equipment Performance (PEP) incentives will utilize new Express Energy Design Assistance (EDA) approach.
 - Will follow similar incentive structure as existing EDA offering.
 - Can be applied for while project is underway. Design is not yet finalized.

RESIDENTIAL 2024 UPDATES

- Continue free product kits for distribution by food banks and community-based organizations to low-income and at-risk populations.
- Exploring opportunity for other partners and utilities to distribute kits.

Water Saving Kit



RESIDENTIAL 2024 UPDATES

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).
- Federal tax credits for manufacturers will be leveraged and promoted.
- Accepting reservations now for homes sited on or after January 1, 2024.

RESIDENTIAL 2024 UPDATES

New! Instant Discount for residential grade HVAC coming mid-2024.

- Current process: Customer or Trade Ally submits paper or online application and supporting documentation to Focus. Rebate check issued.
- New process: Instant discount applied at time of purchase. No application.

RESIDENTIAL 2024 UPDATES

- Better customer experience.
 - Simplified participation path.
 - No waiting for rebates/incentives.
 - Consistent with expected federal IRA HER delivery.
- Market transformation.
 - Wisconsin has a mature market for furnace and boiler measures.
 - Growing interest in heat pumps well supported by established supply chain channels.
 - Instant discount programs already exist in many nearby utility efficiency programs.
- Offers a more efficient approach to processing incentives.

RESIDENTIAL 2024 UPDATES

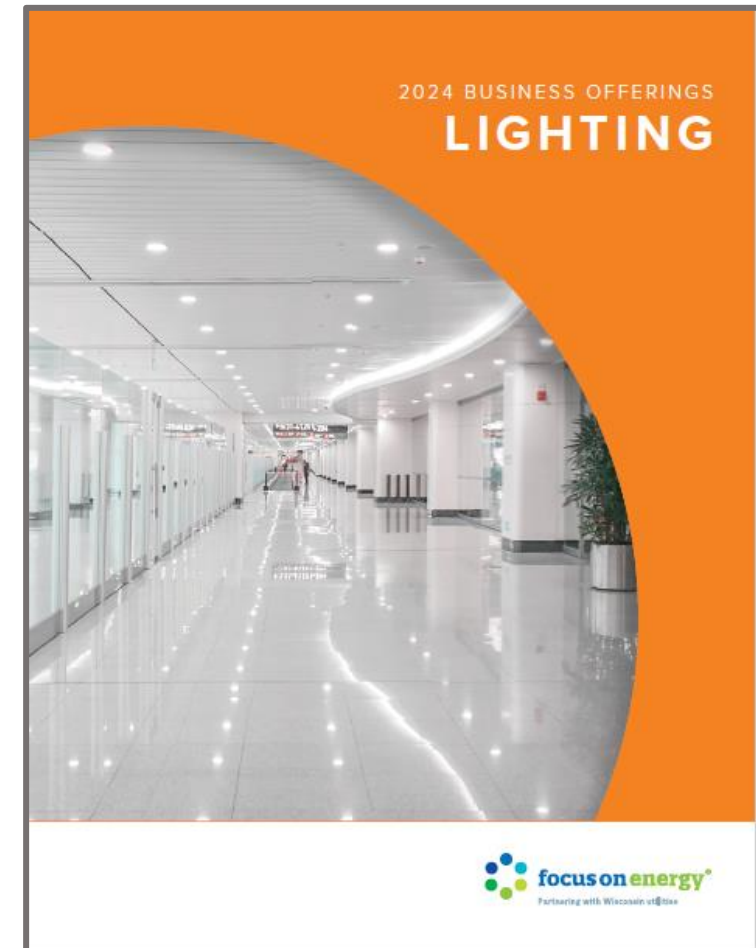
Instant Discount

- Delivered by Energy Solutions with support from Franklin Energy
- Measures will include:
 - Residential-grade HVAC equipment
 - Commercial kitchen equipment (existing midstream)
 - Water heating equipment (existing midstream)
- Transition
 - 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.

BUSINESS 2024 UPDATES



- Prescriptive Incentives
 - Increased incentives on select lighting measures
 - LED downlights
 - High bay/low bay fixtures
 - Occupancy/vacancy sensors
 - Maintaining DLC v5.0 requirement
 - Removed 500HP cap on VFDs
 - Online catalogs available early January
- Custom Incentives
 - No changes to incentive rates or requirements



BUSINESS 2024 UPDATES

- Modifications to existing offerings
 - 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 offerings and resources
 - New Construction - a new Express Energy Design Assistance (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.
 - Issuing Request for Proposal in Q1 for rural schools and government buildings seeking increased incentives for electric saving measures.

BUSINESS 2024 UPDATES

Continuation of existing participation opportunities:

- Whole Building Incentives
 - Retrocommissioning
 - Whole Building Tune-up
- Incentives for Annual Planning
 - Plan Ahead Bonus (Large Industrial)
 - Project Planning Bonus (Schools & Gov)
- Energy Management
 - Practical Energy Management
- Incentive Bonuses
 - Municipal roadway lighting bonus for rural zip codes
 - Trade Ally bonus for prescriptive measures
- Other Participation Opportunities
 - Nonprofit Efficiency Accelerator
 - Assessment incentives for wastewater
 - Renew Our Schools Challenge (March/September)

BUSINESS 2024 UPDATES

Community Impact Pilot

- Campaigns in Ashland, Platteville, Wisconsin Rapids, Menasha, and soon Lindsay Heights (Milwaukee).
- Targeting 3 to 5 communities for 2024; reviewing nominations received from utilities now.
- Community selection will be announced January 2024.



MAKING AN IMPACT ON YOUR COMMUNITY

Small businesses play an important role in building a community's identity. From the jobs you create to your community involvement, your success is vital to keeping the local community thriving.

FOCUS ON ENERGY* is offering a limited number of businesses in your community with the opportunity to receive up to \$30,000 in energy-efficient upgrades. We know worrying less about energy costs means more time and resources you can dedicate to serving your customers and continuing to grow your business. It's just one way we can give back to the small businesses who have already given so much to those around them.

If your business is selected, participation is easy as 1, 2, 3 (and 4)...

- 1 Receive a FREE energy assessment to identify your top energy-saving opportunities.
- 2 Select energy-savings upgrades and complete the installation.
- 3 Receive your incentive from Focus on Energy.
- 4 Celebrate your success!



RENEWABLES 2024

Residential

- Solar PV incentive = \$500/system (no change).
- Rural bonus = additional \$500/system (no change).
- Affordable Housing New Construction = \$1,250/kW up to \$8,750 per home.
- DEHCR Solar PV + Heat Pumps partnership.
 - Partnering with Wx Agencies on multifamily, existing electric resistance
 - Solar incentive = \$1,500/kW up to \$10,500 per unit
 - Heat pump incentive = 50% of the cost up to \$3,000 per unit

RENEWABLES 2024

Business

- Solar PV incentives unchanged (progressive incentive up to \$50,000).
- Ag Producer Bonus continued (match up to \$10,000).
- No changes to custom incentive rates for non-solar renewable measures.



TRAININGS 2024

- Continue with webinars to allow for larger participation.
- Several in-person sessions will be offered, including Industrial Refrigeration, Fundamentals of Compressed Air.
- Solar PV Series – 32 hours on-line & **LEARNING LAB** day (NEW!)
 - Hands on learning at technical schools -- Chippewa Falls, Green Bay, Madison, Milwaukee area.

Full calendar at focusonenergy.com/training

FUTURE FOCUS

FUTURE FOCUS



EMERGING TECHNOLOGY

The overall goal of the Emerging Technologies Initiative is to identify and deploy energy efficiency and renewable energy Emerging Technologies and transition them to cost-effective future Best Practices with significant remaining market potential for the Focus on Energy's Business & Industry Solutions Program.



ENVIRONMENTAL & ECONOMIC RESEARCH & DEVELOPMENT PROGRAM (EERD)

Focus on Energy supports energy efficiency and renewable energy research through the Environmental & Economic Research and Development Program (EERD). EERD research projects allow Wisconsin to further its efforts towards reducing energy waste, costs and environmental impacts.



PILOTS

Focus on Energy's Pilot process reviews new concepts and ideas that have the potential to expand the range and value of services available to Wisconsinites, as well as help the program achieve desired outcomes of energy savings, customer satisfaction, and/or market transformation. The process also helps test offerings for future expansion/inclusion in the Focus on Energy portfolio.



NEW or EXISTING PROGRAMS

Focus on Energy constantly seeks to optimize its existing portfolio of solutions and offerings, in addition to identifying new opportunities to provide values to its customers. This initiative engages a variety of stakeholders and aligns ideas with their proper fit within the portfolio.

SUBMITTED IDEA

An idea that has been submitted through the Future Focus portal and is receiving review by subject matter experts and stakeholders.

ACTIVE IDEA

An idea that after receiving review has been approved to move forward in the process. An active idea has a dedicated project team, budget, and is set up across internal systems.

DEFERRED IDEA

An idea that after receiving review, either does not have relevance to Focus on Energy's goals or is not a current priority. A deferred idea can be revisited in future years.

IDEA IN THE PIPELINE

An idea that has been received through the Future Focus portal but has not yet received subject matter expert nor stakeholder review.

Get the most current Future Focus updates by visiting
focusonenergy.com/about/future-focus

FUTURE FOCUS

- Active Pilots & Research

- Integrated Controls
- Life Science Midstream
- Affordable Housing
New Construction
- 120V HPWH Field Study
- Air-to-Water Heat Pump Field
Study

- Looking Ahead

- Pilot “Pitch Day” 2023
Selections
- Focus Emerging Technology
Accelerator
- EERD Strategy for Quad IV
(2023-2026)

Integrated Controls Demonstration Pilot

- Research deeper energy savings in networked lighting control (NLC) retrofits.
- Use occupancy signals from the lighting system to enhance HVAC control strategies via existing building automation system (BAS).
- Two (2) sites enrolled: a public library and a health clinic.
- Next Steps:
 - Recruit final three (3) sites, install monitoring equipment, oversee installation.

Life Sciences Midstream Pilot

- Incentivize the purchase of energy-efficient ultra-low temperature (ULT) freezers.
- Standard larger capacity ULT freezer models consume nearly as much energy as the average U.S. household, whereas an ENERGY STAR unit can cut this usage by more than half.
- To date, 64 ULT freezers have been sold via the program offering.
- Next Steps:
 - Continue to recruit additional manufacturer and distributor partners.

Affordable Housing New Construction - A Passive Building Pathway

- Accelerate the affordable housing sector's ability to achieve high building performance standards.
 - DOE Zero Energy Ready Homes (ZERH) Certification
 - Passive House Institute
- Engage trade allies, developers, local housing authorities, etc., to raise awareness
- Next Steps:
 - Outreach to potential sites and pilot enrollment of 2-3 sites for a minimum of 60 units and a total of 100 units.

RESEARCH PROJECT



120V Heat Pump Water Heater (HPWH) Field Study

- Assess the performance of 120V HPWHs
 - Energy & demand savings opportunities
 - Equipment and installation costs
 - User experience
- Leverages the advanced Water Heating Initiative's research on 120V HPWHs in CA and LA
- Co-funded across Midwest utilities: ComEd, Consumers Energy, and Xcel MN
- Next Steps:
 - Install equipment at 11 sites and monitor through August 2024

RESEARCH PROJECT



Air-to-Water Heat Pump (AWHP) Field Study

- Assess the performance of AWHPs in hydronic systems.
 - Energy & demand savings, back-up fuels, system efficiencies, load shifting potential.
 - Equipment, installation, operation & maintenance costs.
 - Comfort, convenience.
- Extension of the existing 120V HPWH field study.
- Next Steps:
 - Recruit 3 SF and 1 MF site

PILOT PITCH DAY 2023



- **Pilot Pitch Day Submissions - 17**

- Manufactured Homes - 3
- Residential Energy Equity - 4
- Trade Ally Engagement and Workforce Development - 4
- Electric Energy Savings - 6

- **Selected for Pitch Day - 6**

- **Selected for Funding - 3**

- **In Review – 1 (for 2024)**

PITCH DAY 2023 - SELECTED IDEA



Focus Force - Milwaukee

- Recruit, educate and train ~40 individuals from disadvantaged communities for careers in energy efficiency industry.
- Leverage the Transform Milwaukee Jobs Program managed by SSNC and an NSF Grant secured by MATC.
- Initial phase targeting electrical and mechanical control systems in commercial, industrial and institutional buildings (with the possibility to add a residential component).
- Recruit 10 Wisconsin-based employers to participate in job placement.

PITCH DAY 2023 - SELECTED IDEA



Empowering Trade Allies (EERD)

- Develop inventory of existing trainings, programs, certifications in the state.
- Interview Trade Allies to define immediate and expected recruitment, hiring, and training needs.
- Interview stakeholders providing training programs, certifications, apprenticeships to identify gaps, particularly in high unemployment areas.
- Provide insights and recommendations for Focus on Energy.

FOCUS EMERGING TECHNOLOGY ACCELERATOR (ETA)



- New emerging technology effort providing dedicated resources geared toward residential and small/medium business customers, complementing the legacy industrial-focused program.
- Four research teams selected to support.
 - Slipstream
 - DNV
 - Brio & GTI
 - Center for Energy and Environment
- Anticipate first projects to begin early 2024.

ENVIRONMENTAL AND ECONOMIC RESEARCH & DEVELOPMENT (EERD)



- EERD budget increased in Quad IV to \$200,000 per year.
- Research will support.
 - Requests from Commission in final Quad IV Planning Decision.
 - Program interests as needed.
- Considering a hybrid solicitation process.
 - Open calls for concepts in key research areas, perhaps leveraging success of Pitch Day.
 - Competitive bids on more defined research scopes identified by Administrator team.

FUTURE FOCUS WRAP UP



- Several pilots and research projects underway.
- Several more launching now.
- Emerging Technology Accelerator beginning to review technologies early 2024.
- EERD solicitations to begin 2024.
- Updated Future Focus annual report coming early 2024.

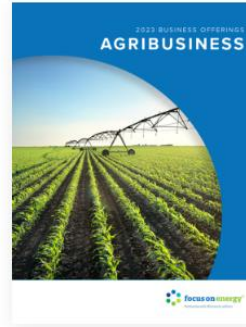
MARKETING & PUBLIC RELATIONS

2023 HIGHLIGHTS

- Spanish-Speaking Audience
 - Collateral and website
 - Packs page live July 1
- Energy Efficiency Excellence Awards
 - Events and promotion
- Increased Video and Educational Content
- Online Home Assessment – Campaign
 - Retrofit AI email campaign
- Website Customer Experience



Featured Catalogs



2023 Agribusiness Catalog
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore.



2023 Commercial Refrigeration Catalog
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore.

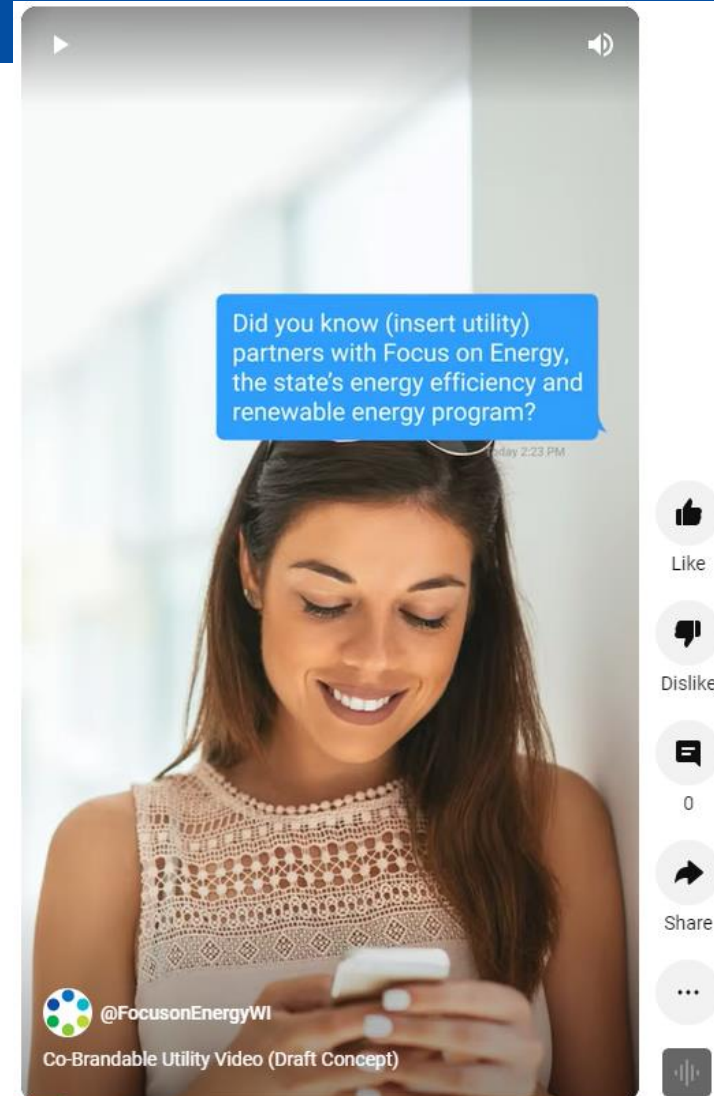


Focus on Energy is in Fond du Lac, WI.
Published by Ronald Giordan · June 30 at 7:39 AM ·
Energy efficiency and sustainability are not new "buzzwords" for Wisconsin's Mercury Marine. The Fond du Lac manufacturer worked with Focus on Energy and Alliant Energy for two years, receiving more than financial assistance. They have their own energy expert. Focus on Energy Advisors work daily with thousands of Wisconsin manufacturers, agribusinesses, large industrials, and schools to find ways to reduce energy costs and use energy more effectively. Here is a... [See more](#)



COBRANDED VIDEO

- New co-branded video asset for utilities.
- Lets your customers know about Focus on Energy and how to participate.



ELECTRIC HEAT PUMP GUIDE

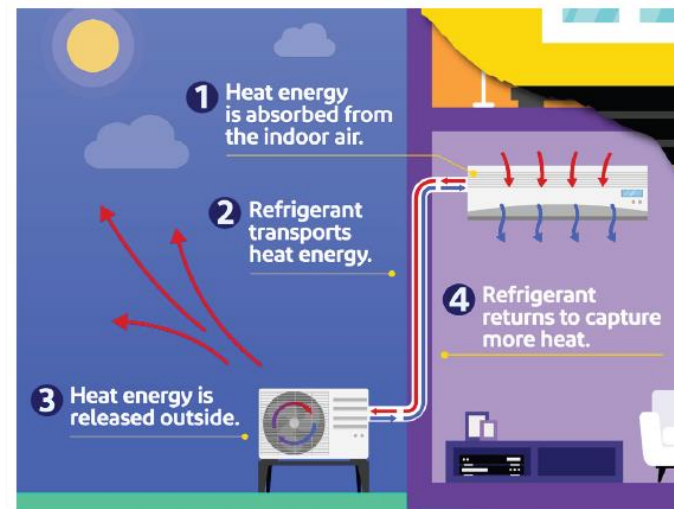
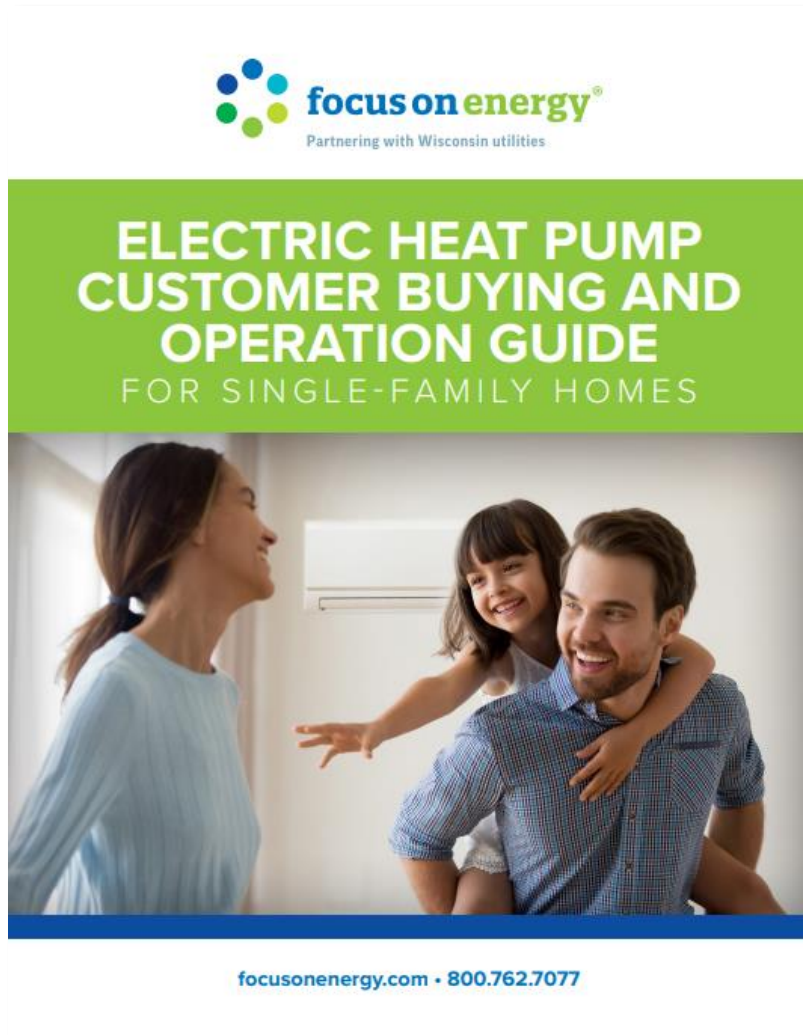


FIGURE 1: HEAT PUMP – COOLING MODE

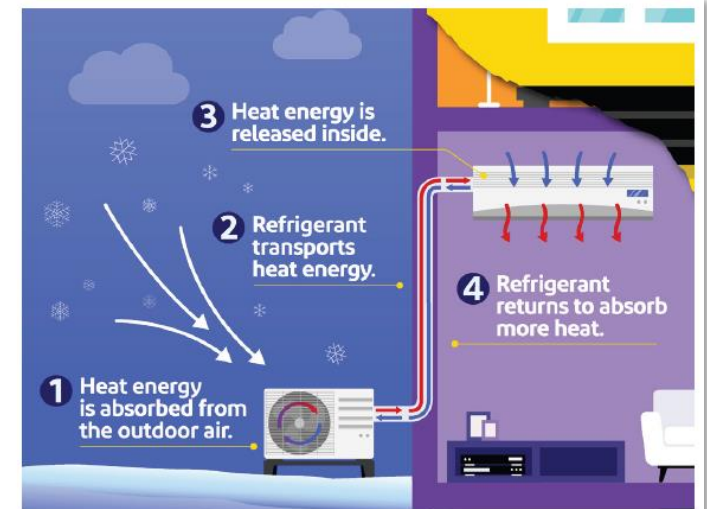


FIGURE 2: HEAT PUMP – HEATING MODE

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

2024 MARKETING PLAN

Priority	Target Market	Tactics
Maintain and expand Spanish outreach.	Residents Businesses	<ul style="list-style-type: none">• Launch expanded Español website• Spanish-radio/advertising
Simplify user journey.	Residents	<ul style="list-style-type: none">• DIY educational resources (website)• New rebate tool finder• Rebate automations• Marketing language/Americans with Disabilities Act guidelines
Target marketing outreach to rural residential and business utility customers.	Residents Businesses	<ul style="list-style-type: none">• Boosted social content• Digital advertising• Agribusiness nonfinancial benefits (e.g., Ag Energy Advisor video)
Increase outreach to income-qualified residents.	Residents	<ul style="list-style-type: none">• Boosted social content• Digital advertising
Promote benefits of Focus on Energy to Wisconsin businesses.	Businesses	<ul style="list-style-type: none">• Continue targeted public relations (e.g., Energy Efficiency Excellence Awards)• Digital/video content• Digital advertising

2024 MARKETING CALENDAR

Month / Season	Topic	Tactic
January - December	Focus on Energy brand awareness	Wisconsin Public Radio / Digital ads / Search words
Feb. 19 – March 3	Bath products promotion	Email / social ads and content / utility coordination assets
March 11-24	Room air purifier promotion	Email / social ads and content / utility coordination assets
April 8-28 (Earth Month)	Smart thermostat promotion	Email / social ads and content / utility coordination assets
May 13 – June 2	Water-saving devices promotion	Email / social ads and content / utility coordination assets
June 17 – July 14	Smart thermostat promotion	Email / social ads and content / utility coordination assets
Sept. 9-22	Room air purifier promotion	Email / social ads and content / utility coordination assets
October	Energy Awareness Month	Energy Efficiency Excellence Award winner promotion, Energy Efficiency Day, and more
Oct. 13-27	Weatherization promotion	Email / social ads and content / utility coordination assets
Nov. 4 – Dec. 1	Smart thermostat promotion	Email / social ads and content / utility coordination assets

COMMUNITY BASED ORGANIZATION ENGAGEMENT

BACKGROUND

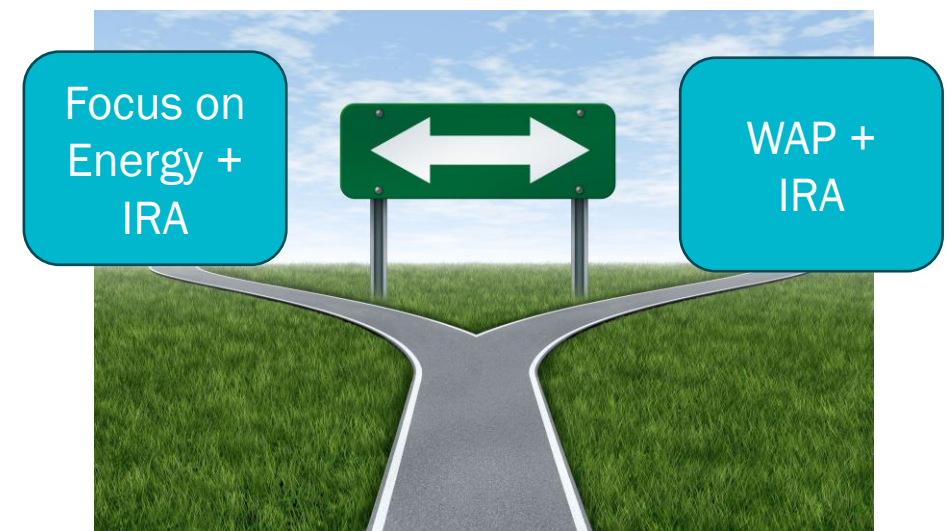
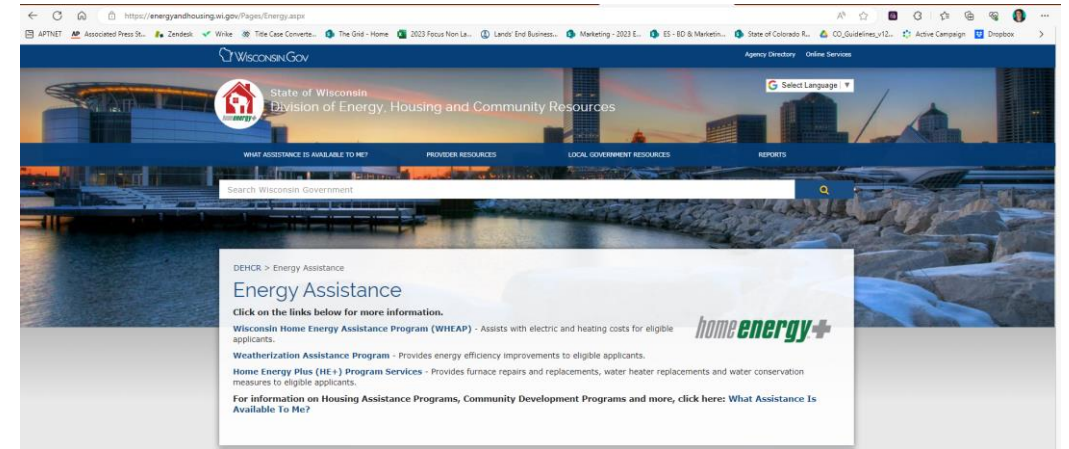


- Background: Part of WI PSC's Quad IV(2023-2026) directives to work on improving Low-Income and Income-Qualified Programs and Offerings:
 - *".... convene a stakeholder group that includes community-based organizations that work with marginalized communities to gather input on effective methods to reduce barriers...."*
 - *"The Focus program shallexplore developing a community-based pilot(s) in one or more targeted communities."*
- Interviews with CBOs are Phase I of fulfilling both directives.

CBO FINDING #1

CBOs need clarity on differences in eligibility and services between:

- Focus on Energy
- Wisconsin Home Energy Assistance Program (WHEAP)
- Weatherization Assistance Program (WAP)



CBO FINDING #2

Navigating Focus on Energy's programs, website, and process for participating is confusing, burdensome, and when language is a barrier, nearly impossible.

- Spanish is a priority for translation, but partnerships with CBOs might be more effective for Hmong (oral language).

Get Started

Find Rebates & Incentives

Building Type
Residential

Rebates & Incentives
Free Energy Saving Pack

Search

Use the tool above to find available Rebates or Incentives for your property, or search for qualified Trade Allies below.



ENFÓCATE EN LIMPIAR DESPUÉS DE LOS ANTOJOS DEL VERANO



[Cookies and Privacy](#)

CBO FINDING #3

Tenant Energy Resource Sheet will come in handy for renters, who have limited ability to participate in the program.

QUICK TIPS FOR SAVING ENERGY AT HOME

Every Little Step Makes a Difference

Live more efficiently and comfortably with these simple energy-saving tips.



Heating and Cooling

- In the summer, set your thermostat to 78°F for home cooling. If you want a cooler home, you can consider setting it between 72°F and 78°F. In the winter, set your thermostat to 68°F or lower.
- During summer months, use a ceiling fan to circulate air to make you feel cooler. Some fans can be switched to turn the opposite direction to help you feel warmer in the winter. Remember, fans cool people, not rooms. Be sure to turn the fan off when you leave the room.
- In the summer, close curtains and blinds on the sunny side of your home to block out the heat.
- In the winter, take advantage of the sun's warmth and open drapes in south-facing windows.
- Consider grilling during summer months; using the oven heats up your home.



Electronics

- Unplug batteries and power adapters when not in use—this includes laptop and cell phone chargers. Many electronics consume energy even when they are switched off.
- To eliminate standby power consumption, use power strips to simultaneously turn off all equipment in an area when not in use.



Lighting

- Turn off lights that are not in use. This includes when you leave a room, but also means turning off multiple lights when just one provides enough light.
- As your light bulbs burn out, replace them with energy-efficient LED bulbs. They use less energy, and last a lot longer than standard light bulbs.

More Ways to Save

For more energy-saving tips, visit focusonenergy.com.



Focus on Free Energy Savings

Energy-saving packs from FOCUS ON ENERGY[®] are free. Packs ship directly to your home and include a variety of products designed to help you reduce energy waste. Choose from packs that include energy-efficient LEDs, showerheads, and more! The 2023 program offers three free packs:



Focus on Comfort

Upgrading your home's insulation with the new Focus on Comfort Pack will help make it feel the way you want it to—warmer in the winter and cooler in the summer. The outlet gaskets, weatherstripping, door sweep, and window insulation kit prevent heat leakage and buildup based on the season. The LED bulbs and nightlight provide brilliant light for virtually any room in your home.



Focus on Baths

Ideal for pet owners and families with small children, this pack will help you conserve water while retaining water pressure, with its efficient handheld showerhead. The LED nightlights illuminate bathrooms and hallways efficiently with minimal power draw. The Focus on Baths Pack also includes aerators, a hot water card, and pipe wrap insulation to further reduce demand on your water heater.



Focus on Showers

Replacing your existing fixed showerhead with an efficient model from the Focus on Showers Pack helps you conserve water without sacrificing water pressure. This pack contains globe-style LED bulbs, suitable for bath bars and vanity applications, that provide ample task lighting. The Focus on Showers Pack also includes aerators, a hot water card, and pipe wrap insulation to further reduce demand on your water heater.

Free packs are limited to Wisconsin residential customers of an electric utility that participates in Wisconsin's Focus on Energy program. Limit one free pack per eligible household per year. Residence can be owner or renter occupied (renters must obtain permission from their landlord to participate).

Ready to Save for Free?

Order your free pack now at focusonenergymarketplace.com/free or call Focus on Energy at 800.782.7077. Before ordering your pack, please have your account number handy. Once your pack arrives, install your products and enjoy the energy savings!

REDUCING ENERGY WASTE ACROSS WISCONSIN

Focus on Energy, Wisconsin utilities' statewide program for energy efficiency and renewable energy, helps eligible residents and businesses save energy and money while protecting the environment. Focus on Energy information, resources, and financial rebates help to implement energy efficiency and renewable energy projects that otherwise would not be completed.

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CBO FINDING #4

People who are drawn to rural areas tend to be self-sufficient/self-starters, and they don't like "asking for help."

- Solution: Move marketing away from "Let us help you save money." to "Live freely."
- Example: "Freedom FROM and Freedom TO" - *Freedom from high energy costs or freedom to spend more money with your grandkids.*

FAQS

ASK FOCUS

Does Focus on Energy provide home energy assessment services?

Answer: Home energy assessment services are provided through our Trade Ally network. Trade Allies providing these services and other residential and business services can be found through the Find a Trade Ally tool at focusonenergy.com/trade-allies.

Focus does not provide rebates for home energy assessments. A \$150 federal tax credit is available to help pay for an audit (\$400 - \$500 average cost)

ASK FOCUS

Home

Business

Open search filters

Search by Zip Code

53531

Select a Distance

Entire State

— OR —

Search Business Name

Enter Business Name

What service do you need?

Whole Home Energy Assessment

Languages Spoken

☐ Spanish

Find a business certified as:

☐ Minority Business Enterprise (MBE)

☐ Women-Owned Business Enterprise (WBE)

☐ Disabled Veteran Business (DVB)

Search

Close Search Filters

title	address	phone	email
Partners Energy Services	1407 S 13th St, Sheboygan, WI 53081	(920) 459-9881	angelo@partners4cd.com
Dr. Energy Saver	1449 Kimberly Dr, Neenah, WI 54956	(920) 558-4182	Office@khswi.com
Home Energy Solutions	1835 E Edgewood Dr, Appleton, WI 54913	(920) 407-0048	john@home-energy.biz
Accurate Airtight Exteriors	125 S Main St, Rosendale, WI 54974	(866) 582-4320	info@a-aexteriors.com
Highland Building Consultants LLC	1354 Navigator Way, Hobart, WI 54115	(920) 621-0717	highlander1278@sbcglobal.net
DMB Services	Hortonville, WI 54944	(920) 850-1167	dmaas77@gmail.com
Energy Improvements LLC	1839 Sahara Ct, Green Bay, WI 54304	(920) 445-6543	energyimprovements@outlook.com
Home Perfect Company	Thiensville, WI 53092	(262) 290-2003	team@homeperfect.net
Home Energy Solutions of Wisconsin LLC	14720 Velp Ave, Suamico, WI 54173	(888) 719-5905	solutions@homeenergywi.com
Accurate Airtight Exteriors	N2575 Orchard Wy, Waupaca, WI 54981	(866) 582-4320	info@a-aexteriors.com
S&E Insulation Inc.	6580 N 40th St, Milwaukee, WI 53209	(414) 332-3990	team@milwaukeeinsulation.net
S&E Insulation Inc.	6580 N 40th St, Milwaukee, WI 53209	(414) 332-3990	team@milwaukeeinsulation.net
Efficient Energy Strategies LLC	N14W23777 Stone Ridge Dr, Waukesha, WI 53188	(262) 563-9592	efficientenergystrategies@gmail.com
Insulation Technologies Inc.	321 N 25th St, Milwaukee, WI 53233	(414) 732-2234	juan@intecwi.com
Green Homeowners United	9618 W Greenfield Ave, West Allis, WI 53214	(414) 604-6450	kevin@greenhomeownersunited.com
Rivercity Woodworking LLC	607A S 6th St, Milwaukee, WI 53204	(414) 272-0437	rivercitywoodwrk@sbcglobal.net
Beyond Energy LLC	713 S Grand Ave, Waukesha, WI 53186	(262) 470-3149	beyondenergyllc@gmail.com
RetroFoam of SouthEast WI	S40W24210 Rockwood Way, Waukesha, WI 53189	(262) 234-3626	ken@retrofoamsewi.com
Beyond Energy LLC	3638 Rivers Crossing Dr, Waukesha, WI 53189	(262) 470-3149	beyondenergyllc@gmail.com
Weatherization Services LLC	1101 W Layton Ave, Milwaukee, WI 53221	(414) 873-4945	mrweatherization@aol.com
Accurate Insulation Solutions	128 N Marion Ave, Jefferson, WI 53549	(262) 347-1010	srmaki@netwurx.net
Grading Spaces LLC	214 Hickory St, Fort Atkinson, WI 53538	(800) 650-5526	mark@gradingspaces.com
Accurate Airtight Exteriors	3336 Commercial Ave, Madison, WI 53714	(866) 582-4320	info@a-aexteriors.com
Degree Days	1 Weeping Birch Cir, Madison, WI 53704	(608) 217-3487	torrance@degreedayswi.com
Project Home Optimus	3841 Kipp St, Madison, WI 53718	(608) 246-3737	adamw@projecthomewi.org
Racine Home Insulators LLC	920 S Memorial Dr, Racine, WI 53403	(262) 595-0065	mattkranich@gmail.com
Madison Home Performance	801 Acacia Ln, Madison, WI 53716	(312) 373-0555	stephen@madisonhomeperformance.com
Duerst Insulation Technicians	7361 Darlin Ct, Dane, WI 53529	(608) 850-3773	duerst@insulationtechnicians.com
Dun-Rite Insulation-Michael Foss	116 S Madison St, Stoughton, WI 53589	(608) 577-9077	mrfoss@dun-riteinsulation.com
Greenlink Energy Solutions	525 Junction Rd, Madison, WI 53717	(779) 774-3378	info@usgreenlink.com
Five Lakes Home Energy Audits	6001 Hammersley Rd, Madison, WI 53711	(608) 957-4515	teresa@5lakes.org
Beneficial Insulation, LLC	Janesville, WI 53547	(608) 436-9932	Logan@Beneficialinsulation.com
Zander Solutions LLC	421 S Nine Mound Rd, Verona, WI 53593	(608) 821-4376	pkosharek@zandersolutions.com

Partners Energy Services



9.7 miles away

1407 S 13th St

Sheboygan, WI 53081-5247

(920) 459-9881

angelo@partners4cd.com

ASK FOCUS

Does Focus on Energy provide home energy assessment services?

Answer: Homeowners can also complete an online virtual energy review which gives them a high-level overview of how much energy their heating systems are using and what they can do to reduce their energy bill. It's free and only takes about 10 minutes!

focusonenergy.com/home-assessment

ASK FOCUS

Someone is trying to sell a new energy efficiency gadget to one of our customers? Can Focus help us assess this technology?

Answer: Focus utility partners can submit requests for assessments of potential technology solutions by submitting an online request form at focusonenergy.com/energy-saving-technology-assessment.

Proposed technologies should provide cost-effective natural gas or electric energy savings or be viable renewable energy solutions.

ASK FOCUS

Where do I find a list of Focus Energy Advisors to assist our customers?

Answer: Focus Energy Advisors can be found through the EA Map (focusonenergy.com/energy-advisor-map).

There are advisors available to assist Business, Ag, School/Government, and Multifamily customers as well as Residential HVAC and air sealing/insulation, renewable energy and instant discount offerings.

ASK FOCUS

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 if 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.

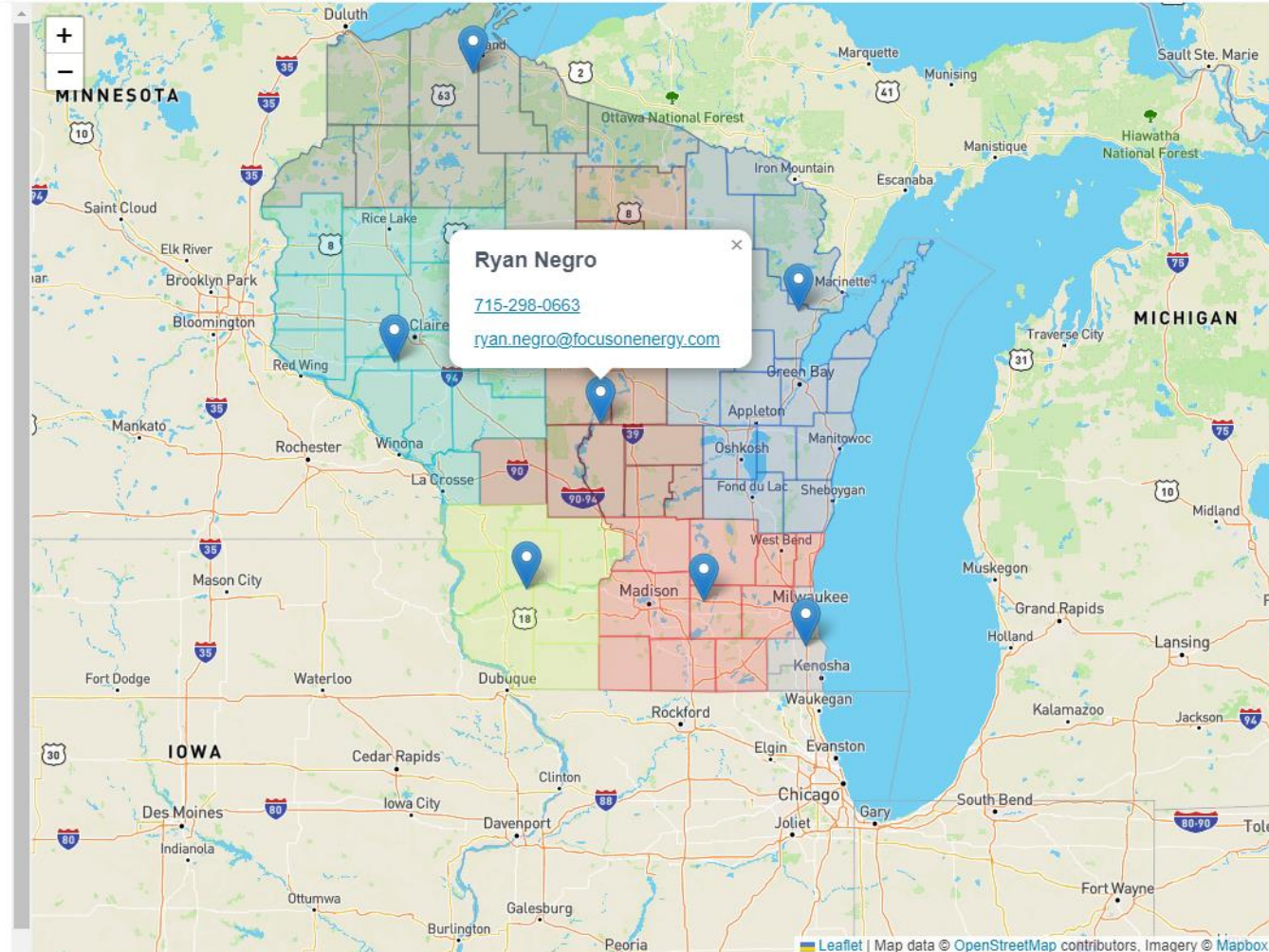
Midstream Discounts

Multifamily Customers

School & Government Customers

Agricultural Customers

Business Customers



ASK FOCUS

How can our utility or a local community organization request a Focus on Energy representative attend or speak at an event?

Answer: Requests for a Focus staff member to attend or speak at a community event can be submitted via our Community Outreach Request Form.

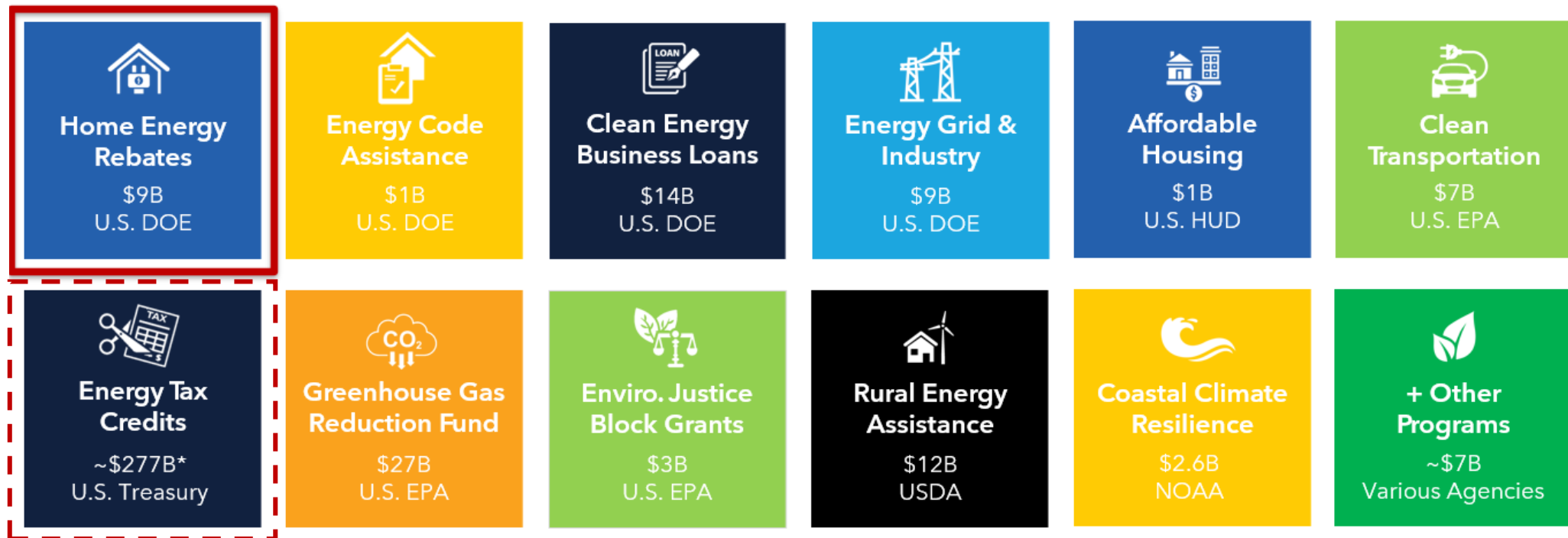
The Community Outreach Request Form can be found on the Utility Resources page of the Focus website at focusonenergy.com/about/utility-resources.



FEDERAL INFLATION REDUCTION ACT (IRA) HOME ENERGY REBATES

INFLATION REDUCTION ACT (IRA) INVESTMENTS

Clean Energy Investments Through IRA



[Public Engagement Session Recordings](#) Offered through DOE

IRA – TAX CREDITS

EQUIPMENT TYPE	TAX CREDIT AVAILABLE FOR 2022 TAX YEAR	UPDATED TAX CREDIT AVAILABLE FOR 2023-2032 TAX YEARS
Home Clean Electricity Products		
Solar (electricity)	30% of cost	
Fuel Cells		
Wind Turbine		
Battery Storage	N/A	30% of cost
Heating, Cooling, and Water Heating		
Heat pumps	\$300	30% of cost, up to \$2,000 per year
Heat pump water heaters		
Biomass stoves		
Geothermal heat pumps	30% of cost	
Solar (water heating)		
Efficient air conditioners*	\$300	30% of cost, up to \$600
Efficient heating equipment*		
Efficient water heating equipment*	\$150	30% of cost, up to \$600
Other Energy Efficiency Upgrades		
Electric panel or circuit upgrades for new electric equipment*	N/A	30% of cost, up to \$600
Insulation materials*	10% of cost	30% of cost
Windows, including skylights*	10% of cost	30% of cost, up to \$600
Exterior doors*	10% of cost	30% of cost, up to \$500 for doors (up to \$250 each)
Home Energy Audits*	N/A	30% of cost, up to \$150
Home Electric Vehicle Charger	30% of cost, up to \$1,000	30% of cost, up to \$1,000 **
<p>* Subject to cap of \$1200/year</p> <p>** The IRS will soon publish further information on eligibility requirements related to home electric vehicle chargers, but we know that credits are intended for residents in non-urban or low-income communities.</p>		

- Solar and Home energy [tax credit](#) improvements extended through 2032.
 - Available January 1, 2023
- Now an annual cap instead of lifetime.
 - Some limitations on specific equipment
- Can stack with Focus and federal Home Energy Rebate program incentives.

IRA – HOME ENERGY REBATES (HER)



Home Energy Rebates

SEC. 50121 & 50122 *

Mission: DEVELOP PROGRAMS TO MAKE RESIDENTIAL ELECTRIFICATION & ENERGY EFFICIENCY PROJECTS AFFORDABLE IN U.S HOUSEHOLDS.

Amount: \$8,800,000,000.00

Status: APPLICATIONS OPEN TO STATES

Recipients: STATE ENERGY OFFICES & INDIAN TRIBES

*Contract Training Grants are Section 50123, implementation of funds currently being planned by PSC



IRA HER PROGRAMS IN WISCONSIN



SCEP

STATE & COMMUNITY ENERGY PROGRAMS



PSC
of **WISCONSIN**

- Nearly \$150M for Wisconsin over 10 years between two programs.
 - HOMES (Efficiency)
 - HEEHRA (Electrification)
- Focus on Energy chosen as delivery mechanism for HER Programs by Public Service Commission (PSC) of Wisconsin.
 - Funds managed separately
- Programs can be combined with Focus on Energy rebates and tax credits.

REBATES PER PROJECT

How Much Money is Potentially¹ Available Per Project?

	Type of Home Energy Project	"Low Income"		"Moderate Income"	
		Households Below 80% Area Median Income (AMI) ¹		Households Between 80% and 150% AMI	Households Above 150% AMI
HOMES	Home Efficiency Project with at least 20% predicted energy savings ²	80% of project costs up to \$4,000		50% of project costs up to \$2,000 (maximum of \$200k for a multifamily building)	
	Home Efficiency Project with at least 35% predicted energy savings ²	80% of project costs up to \$8,000		50% of project costs up to \$4,000 (maximum of \$400k for a multifamily building)	
HEEHRA	Home Electrification Project Qualified Technologies (only households with an income below 150% AMI are eligible) ²	100% of project costs up to \$14,000		50% of project costs up to \$14,000 (households with incomes above 150% AMI are not eligible)	Not applicable
		ENERGY STAR electric heat pump water heater	up to \$1,750		
		ENERGY STAR electric heat pump for space heating & cooling	up to \$8,000		
		ENERGY STAR electric heat pump clothes dryer	up to \$840		
		ENERGY STAR electric stove, cooktop, range, or oven	up to \$840		
		Electric load service center	up to \$4,000		
		Electric wiring	up to \$2,500		
		Insulation, air sealing, and ventilation	up to \$1,600		

¹ See Area Median Income (AMI) for your area: https://www.huduser.gov/portal/datasets/il/il2022/select_Geography.odn

² Other rebate amounts (roughly within these ranges) may be available if efficiency rebate rates are determined through measured performance.

¹ Final Wisconsin programs may differ, Focus/PSC currently gathering feedback on program design through Stakeholder Engagement.

² New Construction projects are eligible.

WISCONSIN'S STRATEGIC OBJECTIVES & CORE PRINCIPLES FOR PROGRAM DESIGN & DELIVERY

1. The program should leverage existing Focus on Energy infrastructure to maximize administrative efficiency and improve customer experience while maintaining appropriate separation, per Commission order
2. The program will target rebates to customers where up-front costs have been barriers to participating in Focus on Energy and particularly, in areas of the state with high energy burden and service territories that depend on delivered fuels.
3. The rebate experience for participants should be simple and clear for all participants (customers, contractors, distributors & retailers). Customer eligibility requirements, product and project requirements and other processes should be well documented and easily understood.
4. Electrification projects should result in reduced household energy bills.
5. Program planning and implementation will be transparent and offer opportunities for stakeholder input and public comment.
6. Program design should support long-term workforce development opportunities and leverage contractor training grant funding where possible.

FOCUS HER PROGRAMS TIMELINE



STAKEHOLDER ENGAGEMENT

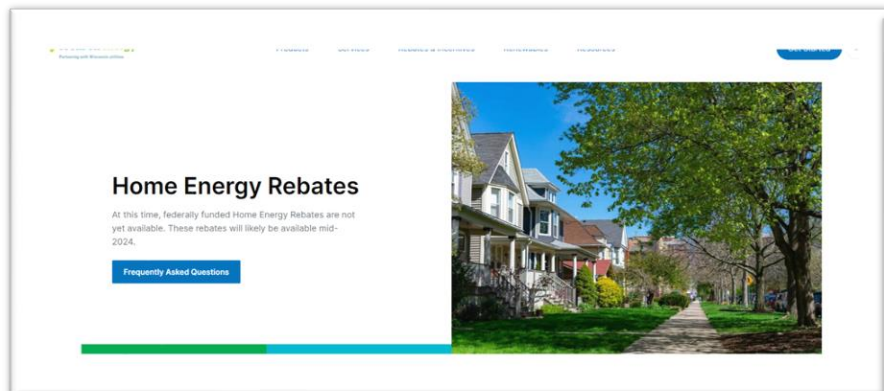
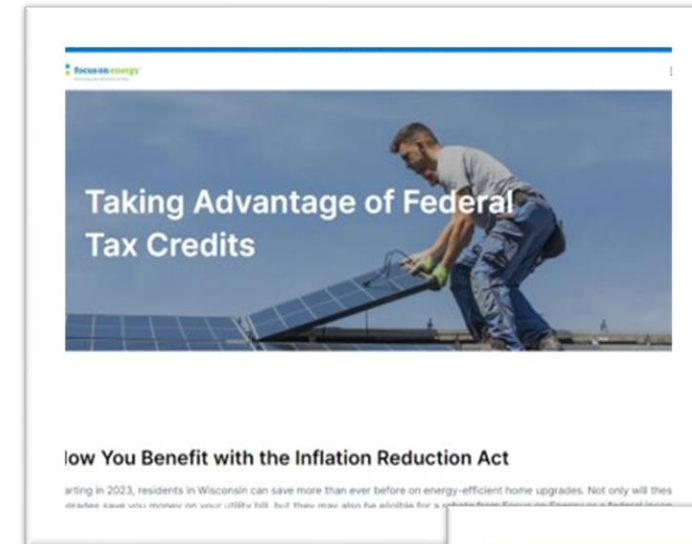
- Five In-person Events
 - Paired with Trade Ally Breakfasts
 - Mix of afternoon and evening sessions
- Two Virtual Events
 - At least one evening session
 - Potential Spanish support
- Online Survey
 - Likely open late December 2023 thru end of February 2024

Tentative Locations and Dates:

- Green Bay, 1/23/24
 - TA breakfast – Morning
 - Stakeholder Session – Afternoon
- Milwaukee, 1/25/24
 - TA breakfast – Morning
 - Stakeholder session – Evening
- Madison, 1/30/24
 - TA breakfast – Morning
 - Stakeholder Session – Evening
- Viroqua, 2/12/24–2/13/24
 - Stakeholder Session – Evening of 2/12
 - Xcel TA breakfast – Morning of 2/13 in LaCrosse
- Ashland 2/20/24–2/21/24
 - Stakeholder session – Evening of 2/20
 - Xcel TA breakfast – Morning of 2/21

INFLATION REDUCTION ACT (IRA) HOME REBATE PROGRAMS

- Focus [blog post](#) on federal tax credits
- Focus [Federal Funding Resources](#) page
- Focus [Home Energy Rebates](#) page



Sign up for Home Energy Rebate News

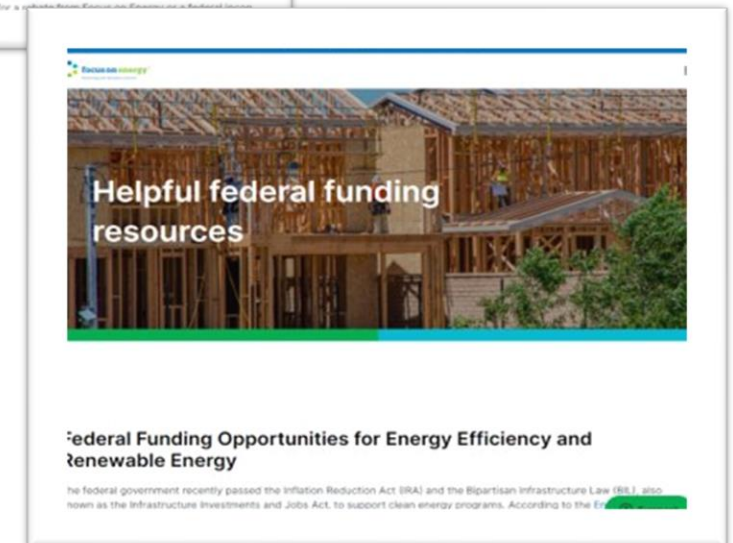
Focus on Energy will notify you with updates regarding new Home Energy Rebates.

Full Name*

Email*

Organization*

Submit



DISCUSSION SESSION

What comes to mind when thinking about the Home Energy Rebate Programs?

- Utility Data Access
- Other Concerns?
- Opportunities



DISCUSSION – UTILITY DATA ACCESS GUIDELINES FROM DOE

- From [Data Access Guidelines](#):
- A State **must** ensure that any parties participating in a program that requires energy consumption data shall develop secure data protection and protocols and demonstrate the capability for a safe transfer of customer data.
- A State **must** define the customer consent process for any instance when customer energy consumption data will be shared with a third party prior to participation.
 - Opt-in; Out-out; Open Access; Data Aggregation

DISCUSSION – UTILITY DATA ACCESS

QUESTIONS TO CONSIDER

- How does Focus best inquire about and get information concerning utility data sharing capabilities? Who do we need to ask at your utility? And how do we make that ask?
- Does your utility already have a comprehensive Data Access Plan?
- Are there legal, regulatory, or resource constraints on your ability to share data with us?
- How do utilities maintain the safety and security of stored data? And ensure data is transferred securely?

DISCUSSION SESSION

– OTHER QUESTIONS FOR UTILITIES

- Are utilities interested in promoting Home Energy Rebates?
- Where do utilities see opportunities to utilize the rebates, perhaps combining with utility offerings and services or voluntary programs?
- What do utilities need (marketing collateral, information) to help promote and communicate the rebates?
- How can we target the rebates to priority populations?

QUESTIONS?

