

FOCUS ON ENERGY[®] REQUEST FOR PROPOSALS

Business Customer Competitive Incentive RFP

For Projects Completing by: 11/30/2027

Submissions Due: 9/12/2025

Award Notification Date: 10/10/2025*

Proposal Template

RFP Release Date: 7/11/2025

**If needed, earlier award notification is possible on a case-by-case basis. Talk to your Energy Advisor.*

ELIGIBILITY REQUIREMENTS

Focus on Energy is accepting proposals for Business Customers as part of a Competitive Incentive Request for Proposals (RFP). This RFP is available to customers in need of additional financial support over and above regular Focus on Energy incentives to complete natural gas and/or electric savings projects by November 30, 2027. Applicants should work directly with a Focus on Energy Advisor to submit a response to this RFP. If you don't have an Energy Advisor, please send an email to business@focusonenergy.com and ask to be connected with your Energy Advisor.

Customer Eligibility Requirements

- Project site must be served by a participating [Focus on Energy utility](#).
- Project site must be a business within the Commercial, Industrial, Schools, Government, or Agricultural sector.

Project Eligibility Requirements

- Requested incentive cannot exceed 100% of the total project cost.
 - Energy savings must be **at least 50,000 Life Cycle (LC) MMBtu**. The energy savings can be electric, natural gas, or a combination of both. (*This would equate to annual savings of ~976,944 kWh or 33,333 therms.*)
 - Applicants must subtract any increases in energy consumption (e.g., new fans, pumps, or other ancillary equipment) from total project savings.
- The following projects are **not eligible** for this offer:
 - Retrocommissioning and Solar PV projects.
 - Projects already preapproved or submitted for preapproval reviewed by Focus on Energy.
 - Projects qualifying for prescriptive incentives.
- Multiple projects may be submitted together on one RFP application as a “bundle.” However, they will be reviewed and approved considering the combined savings of the entire bundle and the **incentive will not be paid until all projects in the bundle are complete.**
- A project approved to receive an incentive through the RFP process may not receive any other incentives from Focus on Energy.
- Projects must be completed, and all completion paperwork received by Focus on Energy, no later than November 30, 2027.
 - *Completion paperwork will include a signed Project Completion Notice, final invoices, and acknowledgment from the Energy Advisor confirming the project has been completed.*

SCORING AND SUBMISSION CHECKLIST

Projects will be scored relative to other submissions and Focus on Energy's program objectives using the following categories.

Cost Effectiveness (50 points)

Cost effectiveness is calculated by dividing the requested incentive amount by the lifetime energy savings (in MMBtu). Projects expected to finish in 2027 should target a cost effectiveness of less than \$0.75/LC MMBtu. Projects completing in 2026 may still be considered competitive with a cost effectiveness above this threshold. Focus on Energy may counteroffer proposals.

Savings Potential (25 points)

Savings potential is the magnitude of the energy savings your project will deliver. The RFP scoring will favor projects delivering large amounts of energy savings.

Project Completion Timing (10 points)

Earlier project completion dates reduce risk for the Focus on Energy program that a project might be delayed beyond the date where it can help the program achieve its goals. The scoring process will favor projects with earlier completion dates.

Focus on Energy Incentive Impact (15 Points)

Points in this section are awarded based on the coherency of your responses to the impact questions at the end of this application. Focus on Energy is required to use its funding to support energy efficiency projects that are unlikely to happen without its assistance. Projects that show a clear and well-explained need for the incentive will receive more points.

Your submittal must contain the following items. Incomplete applications may be disqualified.

- ☐ Customer and Project Information Form.
- ☐ Program Impact Questionnaire.
- ☐ Supporting Documentation:
 - ☐ Calculation of energy savings, including assumptions (Excel format preferred).
 - ☐ Project cost estimate (include vendor proposals/quotes if available).
 - ☐ Signed Utility Release Form OR 12 months of utility billing history.
- ☐ Submit all required paperwork to business@focusonenergy.com or to your Energy Advisor.

CUSTOMER AND PROJECT INFORMATION

Complete the information below.

Applicant (Customer)	Applicant's (Customer) Name		Tax Identification Number (9-digit FEIN or SSN)**	
	Tax Classification	<input type="checkbox"/> Sole Proprietorship <input type="checkbox"/> C Corporation <input type="checkbox"/> S Corporation <input type="checkbox"/> Partnership <input type="checkbox"/> Other <input type="checkbox"/> LLC – Classification - ____ (C – Corp, S – S Corp, P – Partnership) <input type="checkbox"/> Other - _____		
	Site Address			
	City		State	Zip
	Electric Provider		Electric Acct. #s	
	Natural Gas Provider		Natural Gas Acct. #s	
Customer Primary Contact	Name			
	Phone		Email	
Technology	Lighting <input type="checkbox"/>	Compressed Air <input type="checkbox"/>	HVAC <input type="checkbox"/>	
	Process <input type="checkbox"/>	Heat Recovery <input type="checkbox"/>	Other _____	
Description of Scope of Work (attach separate document if necessary)				

**If using a Social Security Number (SSN) as your Tax Identification Number, do not provide it on the form. A program representative will contact you to provide a copy of your W-9 via a secure portal, if not already on file.

Project Energy Savings <i>(to be completed by Energy Advisor)</i>	Electric	a) Current electric usage (base usage) (kWh/yr)	
		b) Estimated electric usage after completing project (kWh/yr)	
		c) Annual Electric savings or penalty (a – b) (kWh)	
	Natural Gas	d) Current natural gas usage (base usage) (therms/yr)	
		e) Estimated natural gas usage after completing project (therms/yr)	
		f) Annual Gas savings or penalty (d – e) (Therms)	
	Total	g) Electric MMBtu Equivalent (c x 0.003412)	
		h) Natural Gas MMBtu Equivalent (f x 0.10)	
		i) Total Annual MMBtu Savings (g+h)	
		j) Estimated Useful Life – Number of years project is expected to deliver savings	
		k) Total LC MMBtu (i x j) (Must exceed 50,000 LC MMBtu to qualify)	
Project and Incentive Summary	Total Requested Incentive (\$)		
	Total Project Cost (\$)		
	% of Project Cost Covered <i>(Total Project Cost/Total Requested Incentive)</i>		
	Estimated Completion Date:		
	If awarded the requested incentive, I expect to receive more than \$400,000 from Focus on Energy in the year this project is complete. <input type="checkbox"/> Yes <input type="checkbox"/> No		

Vendor/Trade Ally Information (Optional)

Contractor Name		
Address	City	State and Zip

PROGRAM IMPACT QUESTIONNAIRE

Answer each of the following questions as completely as possible. The respondent should be a company decision-maker. If needed, a Focus on Energy representative may call the respondent to follow up on the information provided.

1. How likely is this project to move forward within the next two years without Focus on Energy support?

☐ Very unlikely ☐ Unlikely ☐ Likely ☐ Very likely

2. Please describe why the requested incentive is necessary for the project to move forward? (e.g., internal financial metrics, unusual project risk, competition for capital, etc.)

3. What additional support from Focus on Energy have you received for this project? (Check all that apply.)

a. Energy Advisor technical support	<input type="checkbox"/> Yes	<input type="checkbox"/> No
b. Energy Advisor Application support	<input type="checkbox"/> Yes	<input type="checkbox"/> No
c. Focus on Energy Trade Ally support	<input type="checkbox"/> Yes	<input type="checkbox"/> No
d. Focus on Energy training	<input type="checkbox"/> Yes	<input type="checkbox"/> No

4. Are there benefits beyond energy savings derived from this project (e.g., employee comfort, improved product quality, increased production throughput, etc.)? ☐ Yes ☐ No

If yes, list below:

a.
b.
c.

Authorized Customer Decision Maker	Name	
	Signature	Date
	Title	