

**Focus on Energy—Residential Programs  
Summary of Services and Incentives  
January 2011**

**OVERVIEW**

The Focus on Energy Residential Program promotes high-efficiency and renewable energy equipment when installed in any residential setting—single family, multifamily, new or existing construction. Equipment promoted (some with Cash-Back Rewards; others through education and awareness) includes:

- ENERGY STAR® qualified lighting products
- ENERGY STAR qualified appliances
- High-efficiency heating and cooling equipment
- High-efficiency water heating equipment
- Solar water heating systems
- Solar electric systems
- Wind electric systems

In addition there are residential programs that:

- Help consumers increase the comfort and energy efficiency of their homes
- Partner with builders and remodelers to reduce callbacks and increase the energy efficiency of both new and existing homes
- Support energy efficient practices in the multifamily sector

***Incentives may be subject to change***

<b>Efficient Heating &amp; Cooling (All Residential Buildings)</b>	<b>REWARD</b>
Boiler – 90% or greater AFUE, modulating with outdoor air reset control	\$400
Furnace - 90% or greater AFUE with multiple stages of heat output and ECM	\$150
15+ SEER Central Air Conditioning or Air Source Heat Pump - w/TXV, EXV or EEV (must be installed at same time as a qualifying furnace)	\$100
15+ SEER Mini-split or Ductless Air Conditioner or Heat Pump - w/TXV, EXV or EEV (multiple indoor units or air handlers must be installed for zoning)	\$100
Geothermal/Ground Source Heat Pump – ENERGY STAR qualified. System must have a multi-stage compressor. Air handler must have a variable-speed blower. System cannot use any electric back-up or auxiliary heat (including plenum or baseboard heaters)	\$250
Reduced rate financing through Energy Finance Solutions - for qualified furnace, boiler, and air conditioner	Reduced Rate Financing

<b>Water Heaters</b>	<b>REWARD</b>
Natural gas tank-type water heater – power-vented with an Energy Factor (EF) of .64 or greater	\$50
Natural gas tankless water heater – ENERGY STAR qualified and power-vented	\$100
Natural gas condensing tank-type or tankless water heater with Thermal Efficiency of 90% or greater	\$150
Water heater integrated with a qualifying boiler	\$200
Fuel conversion (convert from electric water heater to qualified natural gas, propane, or oil water heater)	\$250
Electric tank-type water heater – EF of .93 or greater, when gas service not available in area	\$50
Reduced rate financing through Energy Finance Solutions - for qualified water heater	Reduced Rate Financing

<b>Residential Lighting</b>	<b>REWARD</b>
ENERGY STAR qualified compact fluorescent light bulbs	Up to \$2 per bulb via buy downs and instant coupons at participating retailers throughout the year with most scheduled during the fall timeframe. Visit FinditwithFocus.com for list of retailers participating in promotions.
ENERGY STAR qualified fixture	\$15 via buy downs and instant coupons at participating retailers.
ENERGY STAR qualified recessed can LED - Mail in	\$30

<b>Apartment &amp; Condo Efficiency Services – Custom new construction projects</b>		<b>REWARD</b>
Provide best practice recommendations to improve the energy efficiency of new apartments and condos beyond current industry-standard building practices through prescriptive measures and custom whole building measures.		\$50,000 maximum per project for prescriptive \$200,000 maximum per project for custom
<b>Apartment &amp; Condo Efficiency Services – Custom existing building projects</b>		<b>REWARD</b>
Installation of large central heating (capacity 300,000 BTU/hr or greater) and/or cooling system upgrades, and/or water heating system upgrades with an efficiency of 90% or greater, controls, and building shell measures.		\$20,000 maximum per project based on a maximum of \$0.450/therm, \$0.04.5/kWh, and \$150/kW savings
<b>Apartment &amp; Condo Efficiency Services- Prescriptive projects</b>		<b>REWARD</b>
A summary of Apartment & Condo Efficiency Services qualified technologies and prescriptive incentives can be found online using the link to the right.		<a href="http://focusonenergy.com/multifamily_incentives">focusonenergy.com/multifamily_incentives</a>

<b>Home Performance with ENERGY STAR (Existing Homes)</b>	<b>REWARD</b>
<b>Customer Measure Rewards</b>	
Air sealing reduction by 400 cfm or 25%	\$75
Air sealing reduction by 1,000 cfm	\$125
Air sealing reduction by 1,600 cfm	\$175
Attic insulation	\$100
Chimney liner, furnace, boiler or water heater	\$50
ENERGY STAR exhaust fan – for qualified model numbers	\$50
Exhaust fan – Inline, ERV, or HRV	\$25
Exterior foundation insulation	\$150
Floor insulation (25 sq. ft. minimum)	\$75
Flue closure with new furnace or boiler	\$250
Flue closure with new power vented water heater	\$250
Fuel conversion (convert from electric water heater to qualified natural gas, propane, or oil water heater)	\$250
Interior foundation insulation	\$200
Knee-wall insulation	\$100
New customer referral reward	\$50
Sidewall cavity insulation	\$200
Sidewall insulation – Foam insulation R3 – R4 (700 sq. ft. min)	\$100
Sidewall insulation – Foam insulation R5 or greater (700 sq. ft. min)	\$150
Sill box insulation	\$50

Completion Reward for completing top 3 recommended shell insulation measures in addition to air sealing if applicable (not to exceed cost of pre-assessment) - available to all Focus-eligible electric and/or natural gas customers (including those that heat with Oil, LP, or Wood)	\$300
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<b>Targeted Home Performance with ENERGY STAR</b>	<b>REWARD</b>
Insulation, sealing air leaks, heating system replacement, central a/c replacement, water heater replacement, refrigerator/freezer replacement, compact fluorescent bulbs, water-saving measures, etc.	90% of costs for eligible customers 60% to 80% of state median income  Accepting applications to add participants to wait list.

<b>New Homes Program</b>			<b>REWARD</b>
<b>For homes located in participating Focus on Energy gas and electric service territories</b>			
<i>Level</i>	<i>Performance Incentives</i>	<i>Technology Packages</i>	
1	10% - 19.9% More Efficient Than Code	None Required	\$200
2	20% - 29.9% More Efficient Than Code	Any 2 Required	\$750
3	30% - 39.9% More Efficient Than Code	Any 3 Required	\$1,000
4	40% - 100% More Efficient Than Code	Any 3 Required Plus a renewable energy technology and an HRV or ERV	\$1,500
<b>For homes located in participating Focus on Energy electric utility service territories only, that heat with liquid propane (LP), oil or other</b>			
<i>Level</i>	<i>Performance Incentives</i>	<i>Technology Packages</i>	
1	10% - 19.9% More Efficient Than Code	None Required	\$100
2	20% - 29.9% More Efficient Than Code	Any 2 Required	\$200
3	30% - 39.9% More Efficient Than Code	Any 3 Required	\$300
4	40% - 100% More Efficient Than Code	Any 3 Required Plus a renewable energy technology and an HRV or ERV	\$400

**Note:** Renewable energy systems must satisfy all of the technology-specific system requirements in order to qualify for a Focus on Energy incentive. The Focus on Energy incentive for an eligible renewable energy project may not exceed 30% of the total project cost. Standard incentives are available to all customers while enhanced efficiency incentives are available to customers who meet a prescribed level of energy conservation or invest in qualifying energy efficiency upgrades prior to the installing a solar or wind system.

<b>Solar Electric - Small Systems (0.5 to 6 kW<sub>DC</sub>)</b>	<b>Standard Incentive</b>	<b>Enhanced Efficiency Incentive</b>
Solar electric (PV) - For Profits	Prescriptive Incentive; \$600 per kW <sub>DC</sub>	Prescriptive Incentive; \$1,200 per kW <sub>DC</sub>
Solar electric (PV) - Nonprofits	Prescriptive Incentive; \$750 per kW <sub>DC</sub>	Prescriptive Incentive; \$1,500 per kW <sub>DC</sub>

Incentive level may change based on module orientation, tilt, racking type, and shading

Solar Hot Water- Small Systems (up to 8 panels)	Standard Incentive	Enhanced Efficiency Incentive
Solar Hot Water - Single Family Home - For Profits	Prescriptive Incentive; \$800 for 1st panel, \$400 for 2nd panel; \$1,200 cap	Prescriptive Incentive; \$1,600 for 1st panel, \$800 for 2nd panel; \$2,400 cap
Solar Hot Water- Single Family Home - Nonprofits	Prescriptive Incentive; \$1,000 for 1st panel, \$500 for 2nd panel; \$1,500 cap	Prescriptive Incentive; \$2,000 for 1st panel, \$1,000 for 2nd panel; \$3,000 cap
Solar Hot Water - Apartments and Condos - For Profits	Prescriptive Incentive; \$460 to \$800 per panel	Prescriptive Incentive; \$925 to \$1,600 per panel
Solar Hot Water- Apartments and Condos - Nonprofits	Prescriptive Incentive; \$575 to \$1,000 per panel	Prescriptive Incentive; \$1,155 to \$2,000 per panel

Incentive level may change based on panel orientation and shading

Wind - Small Systems (up to 20 kW)	Standard Incentive	Enhanced Efficiency Incentive
Wind - For Profits	Prescriptive Incentive; \$370 to \$11,700 per turbine	Prescriptive Incentive; \$740 to \$23,410 per turbine
Wind - Nonprofits	Prescriptive Incentive; \$460 to \$14,635 per turbine	Prescriptive Incentive; \$925 to \$29,270 per turbine

Incentive level will vary based on turbine model and tower height

Standard incentive = Average production of turbine at 100ft × \$0.50 per kWh-yr

Enhanced Efficiency Incentive = Average production of turbine at 100ft × \$1.00 per kWh-yr

Solar Electric - Mid-sized Systems (>6 to 20kW <sub>dc</sub> , Apartments and Condos Only)	Standard Incentive	Enhanced Efficiency Incentive
Solar electric (PV) - For Profits	Custom incentive; \$0.50 per kWh-yr	Custom incentive; \$1.00 per kWh-yr
Solar electric (PV) - Nonprofits	Custom incentive; \$0.625 per kWh-yr	Custom incentive; \$1.25 per kWh-yr

Solar Hot Water - Mid-sized Systems (9 to 32 panels, Apartments and Condos Only)	Standard Incentive	Enhanced Efficiency Incentive
Solar Hot Water - For Profits	Custom incentive;	Custom incentive;
Systems that will offset:		
I. Up to 2,500 therms/yr	I. \$5.00 per therm-yr	I. \$10.00 per therm-yr
II. More than 2,500 therms/yr	II. \$4.00 per therm-yr	II. \$8.00 per therm-yr
Solar Hot Water - Nonprofits	Custom incentive;	Custom incentive;
Systems that will offset:		
I. Up to 2,500 therms/yr	I. \$6.25 per therm-yr	I. \$12.50 per therm-yr
II. More than 2,500 therms/yr	II. \$5.00 per therm-yr	II. \$10.00 per therm-yr

Biomass Energy - Mid-sized Systems (≤ 5,000 therms/yr, Apartments and Condos Only)	Incentive
Systems that will offset:	Custom incentive;
I. ≤1,000 therms/yr	I. \$3.00 per therm-yr

II.	>1,000 to 3,000 therms/yr	II.	\$2.50 per therm-yr
III.	>3,000 to 5,000 therms/yr	III.	\$2.00 per therm-yr

Large Systems (Apartments and Condos Only)	Incentive
Solar Electric (> 20 to 50 kW <sub>DC</sub> )	Competitive incentive offer
Solar Hot Water (33 or more panels)	Competitive incentive offer
Wind (>20 to 100 kW)	Competitive incentive offer
Biomass (> 5000 therms/yr)	Competitive incentive offer
Biogas (all systems)	Competitive incentive offer

Updated: December 1, 2010

Focus on Energy works with eligible Wisconsin residents and businesses to install cost effective energy efficiency and renewable energy projects. Focus information, resources and financial incentives help to implement projects that otherwise would not be 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. **800.762.7077 focusonenergy.com**