



WISCONSIN FOCUS ON ENERGY

Presented by: Jason Kempen & Jackie Thibert-Blank



PRESENTATION OVERVIEW



Part one: Introduction to Focus on Energy

- What is Focus on Energy?
- Residential solutions available to landlords/homeowners
- Residential incentives

Part two: Whole Home Performance

- Goal of Whole Home Performance
- How buildings operate
- Moisture and ventilation

Part three: Inflation Reduction Act

- Benefits
- How to find a Trade Ally
- Questions/Lunch

Wisconsin utilities' statewide energy efficiency and renewable energy program.

- Help Wisconsin residents and businesses manage rising energy costs.
- Help control Wisconsin's growing demand for electricity and natural gas.
- Provide education, information, technical support, and rebates.
- Promote in-state economic development.
- Protect our environment.

MISSION STATEMENT



Focus on Energy empowers the people and businesses of Wisconsin to make smart energy decisions with enduring economic benefits.



FOCUS BY THE NUMBERS



Served more than 1.1 million residential participants



Served more than 6,000 business participants

Achieved \$4+ in benefits for every \$1 invested



Wisconsin's official resource for

smart energy solutions

Works with residents and businesses to complete

smart energy projects

Provides rebates, technical assistance, and

smart energy resources

ELIGIBILITY



- Both residential and non-residential customers are eligible for Focus on Energy services.
- Wisconsin customers are eligible for services and rebates if over 51% of their heating is produced by electricity or natural gas from a participating utility.
- Higher rebates and incentives available for income-qualified participants.
- Most rebates are offered through our network of participating Trade Allies.
 - Visit focusonenergy.com/trade-allies to find a Trade Ally.

WE WORK WITH WISCONSIN RESIDENTS

Focus offers homeowners and renters a wide range of rebates and services to support energy efficiency projects.



SMART ENERGY REBATES

- Ambassador Program
- FREE Energy Saving Packs
- Smart Thermostats
- New Homes
- Solar Energy
- Heating & Cooling
- Insulation & Air Sealing

INCOME-QUALIFIED

- Free products available through local food banks and nonprofit partners.
- Higher rebates available for HVAC, insulation, and air sealing upgrades.

REAL ESTATE AMBASSADOR



FREE \$125 'Peace of mind' heating and/or cooling system tune-up voucher after purchase of the home

John Doe
1234 Maple Street
Cityname, WI 12345

Your \$125 voucher is here to welcome you home

Use for a clean and tune of your heating and cooling system, compliments of your real estate agent and FOCUS ON ENERGY®.

WISCONSIN
focus on energy®
Partnering with Wisconsin utilities

[Chad Bulman]
[YourHome Realty]
[12345 Beltline Hwy, Suite 100]
[Madison, WI 53713]

[Jane Doe]
[1234 Maple Rd]
[Cityname, WI, 12345]

Welcome to your new home. Here's \$125 to get you started.
Get \$125 off a tune-up of your furnace, boiler, heat pump or air conditioner.

Dear [Firstname],

Your home is one of the most exciting purchases you'll ever make. I know there's a lot to think about as you settle in and get comfortable. To help you along the way, I'm happy to share some great resources from FOCUS ON ENERGY®, starting with a voucher for a cleaning and tune-up of your heating and/or cooling system.

Focus on Energy partners with utilities across Wisconsin to offer cash incentives for energy-saving home improvements. Each tune-up, insulation project or equipment upgrade not only makes your home more comfortable, healthy and efficient, but also supports a more energy-independent Wisconsin.

Along with the tune-up voucher, I've also included a home energy guide full of helpful tips and details on our favorite Focus on Energy offerings. I encourage you to keep it alongside your home inspection report and use it to track the steps you take to maintain your new home.

Congratulations and welcome home!

To schedule your heating and cooling equipment tune-up, contact your preferred heating and cooling contractor. For a list of Focus on Energy Trade Ally contractors, visit focusenergy.com/FindTradeAlly or call 855.339.8866.

Sincerely,

[Chad Bulman]
[YourHome Realty]

FOCUS ON ENERGY VOUCHER EXPIRES ON JULY 1, 2020

\$125 VOUCHER
toward a heating & cooling tune-up

VALID ONLY FOR: [FIRSTNAME LASTNAME]

Visit focusenergy.com/FindTradeAlly to schedule with a Trade Ally contractor or call 855.339.8866 for more information.

WISCONSIN
focus on energy®
Partnering with Wisconsin utilities

Focus on Energy Wisconsin utility rebate program for energy efficiency and renewable energy trade ally contractors and businesses use energy and utility bills showing the contractor's name or energy contractor, contractor and trade ally contractor name to determine energy efficiency and renewable energy rebate. For more information visit focusenergy.com. © 2020 Wisconsin Focus on Energy. WIS-17121339

2020 NEW HOMEOWNER TUNE-UP INCENTIVE APPLICATION

On behalf of FOCUS ON ENERGY®, welcome to your new home. To claim your \$125 voucher for a qualified heating and/or cooling system tune-up please complete this application before July 1, 2020. Focus on Energy incentives are limited and are subject to change without notice. Incomplete applications will delay processing and receipt of an incentive. Visit focusenergy.com/terms for terms and conditions.

Step 1: Confirm your equipment eligibility
Confirm that your electric and gas utility providers participate in Focus on Energy. Natural gas furnaces and boilers are eligible, but electric, propane, LP, oil and wood furnaces and boilers are not eligible.

Step 2: Provide home reference data
This section is required.

How long have you lived in this home?
 0-3 years 4-10 years 11+ years

What is the make/model of your heating/cooling system?
 8" x 8" 4" x 7" 5" x 14" 14" x 14"

Year of installation
 Furnace Gas boiler Other

Type of home
 Rental Homeowner Smart Homeowner

Step 3: Complete your application
Work with your contractor to complete your application. Please fill out all fields unless otherwise directed and make sure to sign your application. Incomplete or missing information will delay processing.

WHAT YOU'LL NEED:

- This application—Be sure to have it at the time of tune-up.
- A copy of your tune-up service invoice.

Step 4: Submit paperwork
Submit the application within 60 days of the tune-up service along with supporting documentation to the address below. Please allow 8-12 weeks for processing and retain a copy for your records.

Focus on Energy - Home Performance
3113 W. Beltline Highway, Suite 100
Madison, WI 53713
Email: homeowners@focusenergy.com
Fax: 608.627.0938

Questions? Call 855.339.8866

1 Homeowner Information

Customer Name: _____
 Electric Utility Provider: _____
 Gas Utility Provider: _____
 Worksite Address: _____
 City: _____
 Phone Number: _____
 Email: _____

2 Payment Information (if applicable)
 Send Check to the Attention of: (Complete if needed)
 Mailing Address: _____
 City: _____

3 Contractor Information

Company Business Name: _____
 City: _____

4 Signature

Customer Signature: _____

FOCUS ON ENERGY® HOME MAINTENANCE AND ENERGY GUIDE

Download a digital copy at focusenergy.com/homeguide.

WISCONSIN
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Partnering with Wisconsin utilities

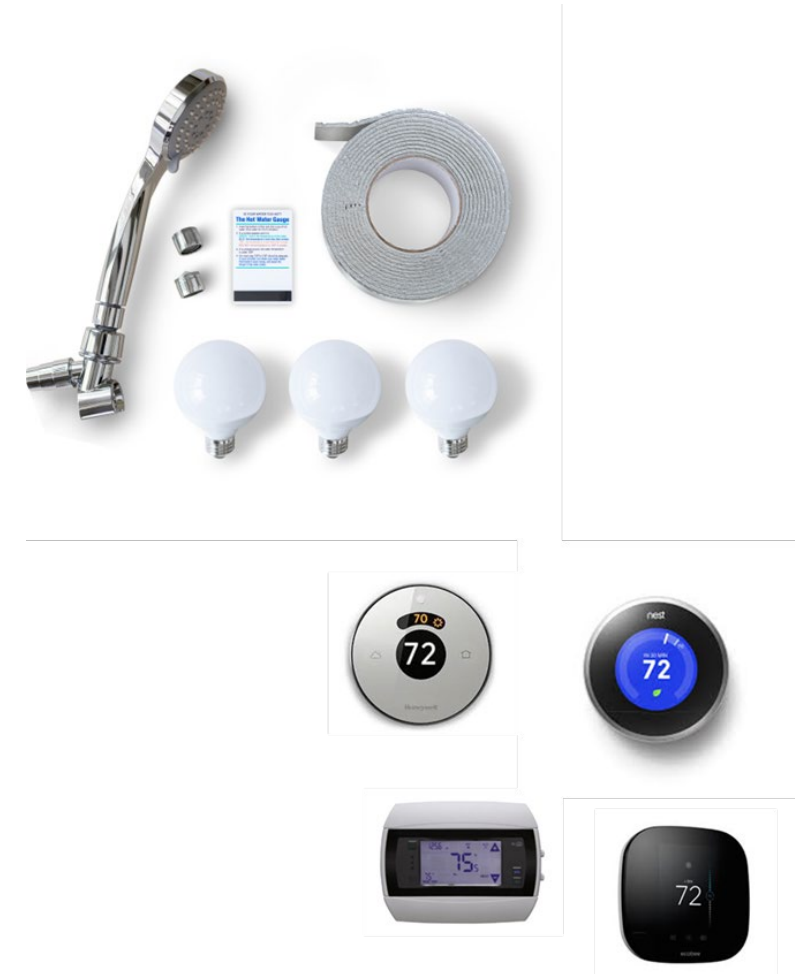
focusenergy.com



RESIDENTIAL OFFERINGS



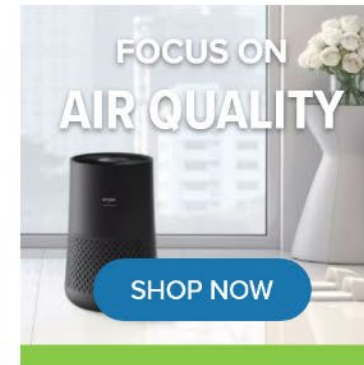
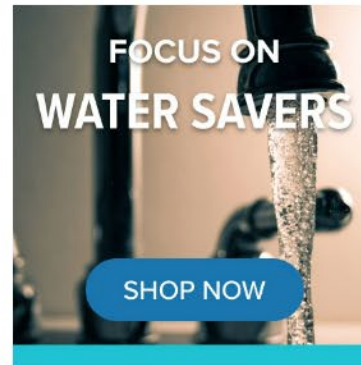
- Free Energy-Saving Product Packs
 - Get yours at [focusonenergy.com/free](https://www.focusonenergy.com/free)
- Smart Thermostat Rebates
 - \$50 cash rebate: owner or professional installation
- New Homes Certification
 - Helping home builders to build the most comfortable, durable, safe, energy-efficient, and high-quality home that works within their budget.



FOCUS ON ENERGY MARKETPLACE



Conveniently Shop From Home and Receive Instant Discounts on Energy-Efficient Products:



- \$50 off a smart thermostat.
- \$25 off air purifiers.
- Discounts on water-saving and air-cleaning products.
- Free shipping on orders over \$50, all others just \$10.

More info at focusonenergymarketplace.com.

HEATING & COOLING EQUIPMENT REBATES



- Heating and cooling is a great place to make improvements for energy efficiency. Especially when the equipment is unreliable, inefficient, or over 15 years old.

2023 Rebates for Heating and Cooling Equipment

Effective January 1, 2023. Rebates are subject to change.

Heating and Cooling Equipment (For Residential and In-Unit Multifamily Properties)	Standard Rebate	Income-Qualified Rebate
95% AFUE Single- or Multi-Stage Natural Gas Furnace	\$50	\$350
96% AFUE Single- or Multi-Stage Natural Gas Furnace	\$100	\$450
97%+ AFUE or Multi-Stage Natural Gas Furnace	\$150	\$550
ECM Replacement (must replace existing PSC motor in an existing furnace)	\$25	\$25
95%+ AFUE Natural Gas Boiler	\$400	\$600
90%–94% AFUE Natural Gas Boiler	\$300	\$450
Indirect Water Heater (installed at the same time as a qualifying boiler)	\$100	\$150
95%+ AFUE Natural Gas Combination Boiler	\$500	\$700
90%–94% AFUE Natural Gas Combination Boiler	\$400	\$600
Smart Thermostat installed by a Qualified HVAC Contractor. (For use with natural gas furnace, natural gas boiler, and air source heat pump only.)	\$50	\$50
ENERGY STAR® Certified Geothermal Heat Pump System (with no natural gas service)	\$750	\$750
ENERGY STAR Certified Geothermal Heat Pump System (with natural gas service)	\$1,000	\$1,000
Packaged Terminal Heat Pump (efficiency requirement based on size)	\$100	\$100
Single Package Vertical Unit (efficiency requirement based on size)	\$100-\$150	\$100-\$150

Household Size	Annual Income Upper Limit
1	\$42,804.00
2	\$55,974.67
3	\$69,145.33
4	\$82,317.33
5	\$95,488.00

*Rebates are subject to change

More info at: focusenergy.com/rebates

SOLAR ENERGY REBATES



- Residential Solar Electric System.
 - \$500 per system.
 - \$500 bonus for rural zip codes.
- Non-residential up to \$50K and Agricultural Producer up to \$60K.

*Rebates are subject to change.



www.mercurynews.com

More info at: focusonenergy.com/rebates.

RESIDENTIAL INSULATION AND AIR-SEALING REBATES (1-3 UNITS)



- Air sealing with insulation can dramatically increase a home's comfort level while decreasing energy bills.
- For more information, visit [focusonenergy.com/rebates](https://www.focusonenergy.com/rebates).

Insulation and Air Sealing Upgrades	Standard Rebates	Income-Qualified Rebates
ENERGY STAR® qualified air sealing** *	\$675	\$1,125
Attic insulation	\$525	\$675
Foundation insulation*	\$150	\$225
Wall insulation	\$450	\$450
Duct sealing and insulation*	\$75	\$75

**Energy assessment required.

*Must be completed along with Trade Ally contractor installed attic insulation or wall improvements.

Rebates are subject to change.

MULTIFAMILY INSUALTION & AIR SEALING OFFERING



- Add comfort and value to a multifamily property (4+ units)
 - Keep tenants happy and make the property stand out
 - Lower operational costs, month after month, year after year
 - Cure common issues like condensation and ice dams



Focus on Energy cash incentives typically cover about 30% of the cost of the work

Average cost — \$5,650
Average incentive — \$1,540

More info at: [focusonenergy.com/rebates](https://www.focusonenergy.com/rebates).

MULTIFAMILY REBATES (4+ UNITS)



Insulation and Air Sealing Upgrades	Rebates
Air sealing and attic insulation, existing <R-11	\$1.00 per sq. ft. of attic space
Air sealing and attic insulation, existing <R-12 to R-19	\$0.70 per sq. ft. of attic space
Air sealing and attic insulation, existing <R-20 to R-38	\$0.55 per sq. ft. of attic space
Exterior wall insulation, existing <R5	\$0.80 per sq. ft. of wall area improved

Rebates are subject to change.

TRADE ALLIES

HOME PERFORMANCE/INSULATION

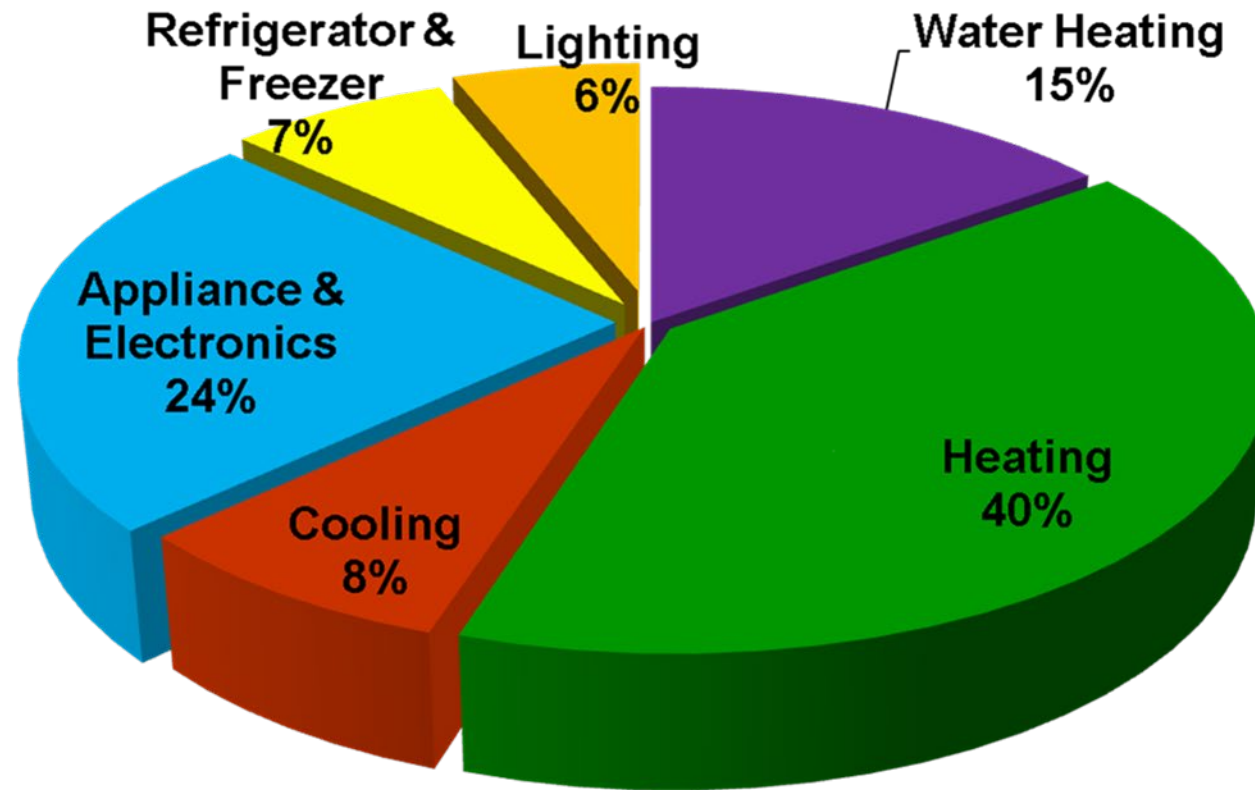


- Participating contractors are known as Trade Allies.
 - Trade Allies submit an enrollment application and meet with their Energy Advisor to discuss program participation benefits and installation requirements.
 - All Trade Allies receive free marketing materials, website exposure, a Material & Installation Guidebook, and training opportunities.
- Trade Allies that have met with an Energy Advisor and have completed training on installation requirements are a trusted resource.
- Trade Allies agree to random inspections of 5%-10% of their work.
- They can help homeowners complete projects and submit applications for rebates with ease. Rebates can be sent to the contractor as an instant discount or the rebate can be sent to the customer.
- Visit focusonenergy.com/trade-allies to find a Trade Ally.

ENERGY AUDITING AND WHOLE HOME PERFORMANCE

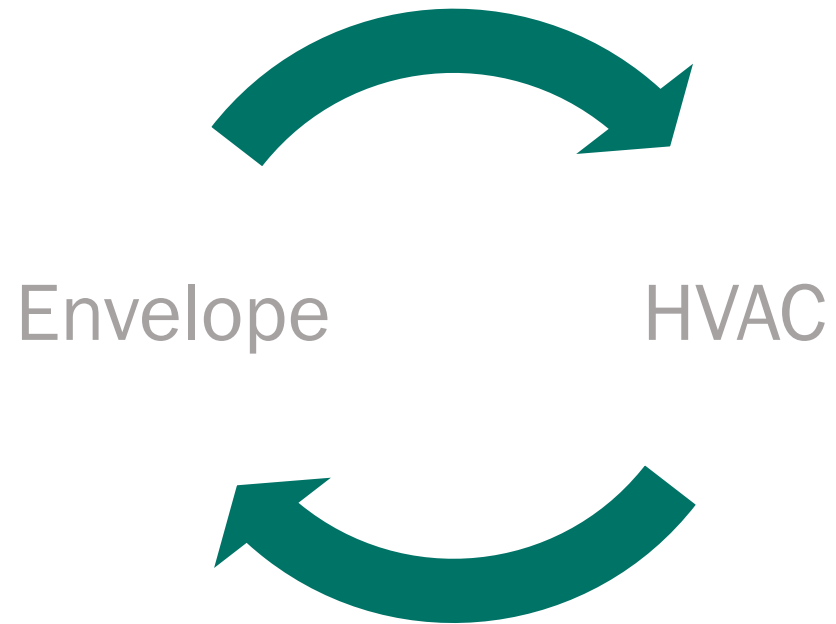


TYPICAL HOME ENERGY USE



Source: www.mge.com/saving-energy/home/tips/low-cost.htm

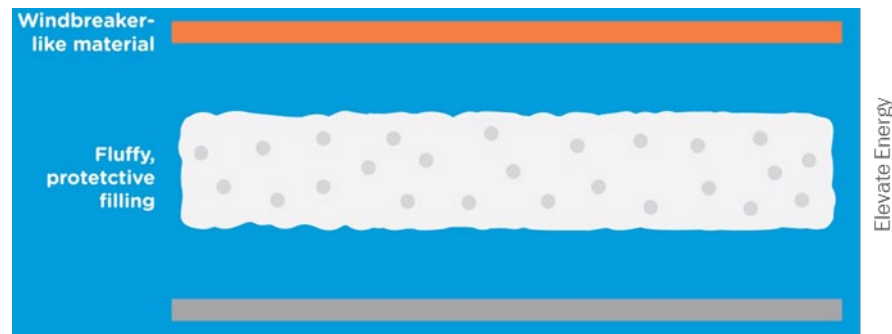
WHOLE HOME PERFORMANCE



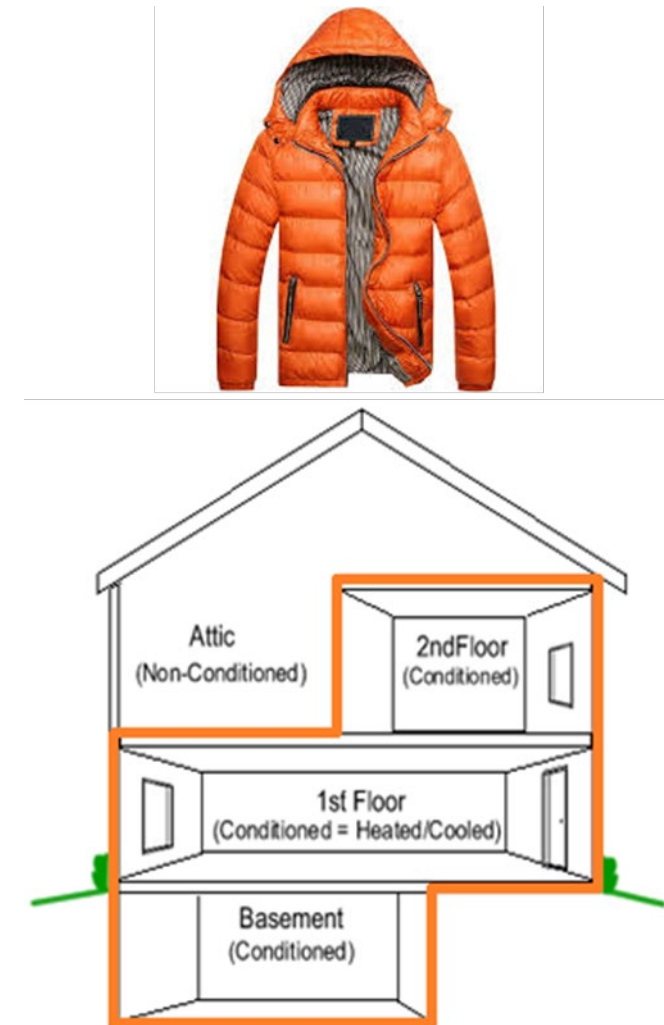
IS THE ATTIC AN INSIDE OR OUTSIDE SPACE?

Every Home Needs a Winter Coat:
“Put your coat on, it’s cold outside.”

- Air Sealing: windbreaker material.
 - Make sure the jacket is zipped up!

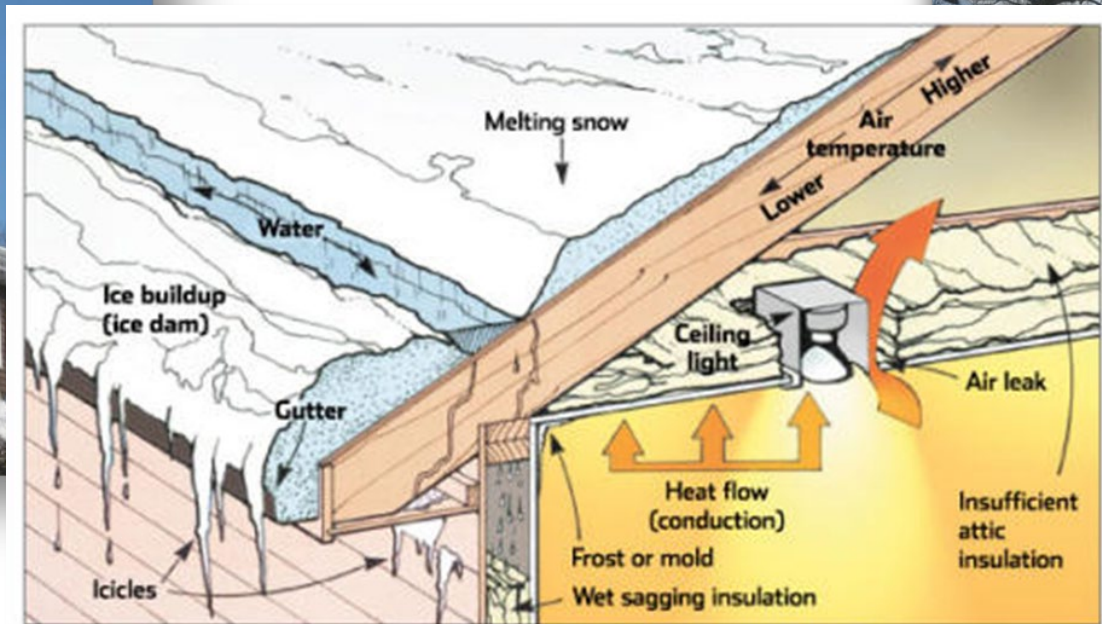
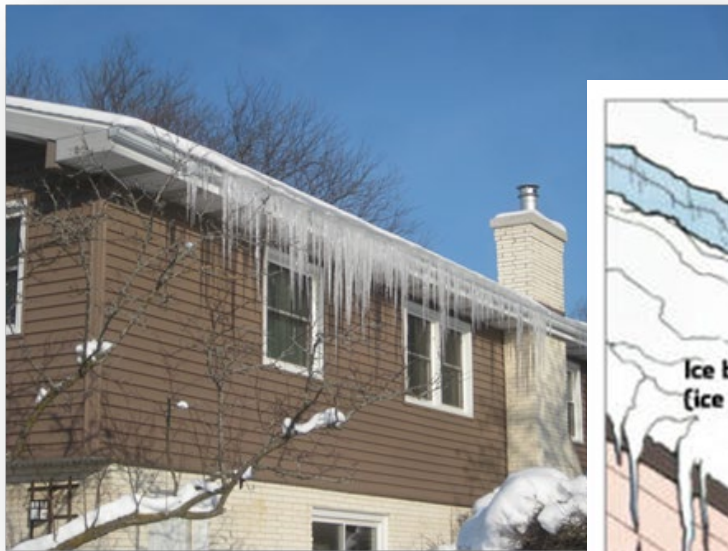


- Insulation: fluffy filling.
 - The right amount, no voids or compression.



ICE DAMS: SIGNS OF ENERGY LOSS

- Warm air or heat leaking into attic spaces and melting snow on the roof is the primary cause of ice damming

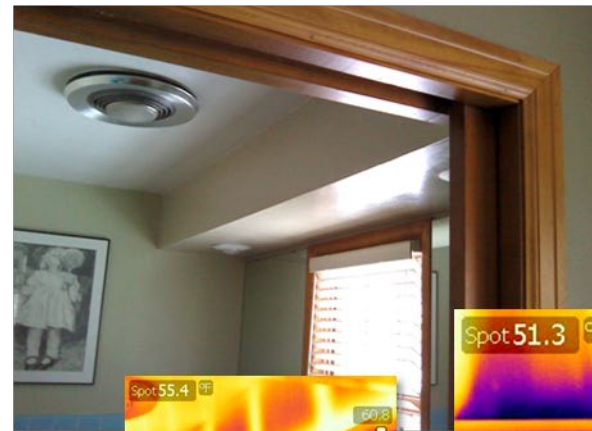


ENERGY ASSESSMENT: FINDING AIR LEAKS OR PROVING PERFORMANCE

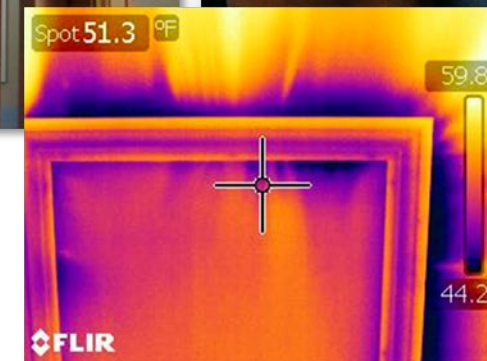
Home performance testing provides peace of mind and is the only way to prove performance.

Issues that may be difficult to find:

- Behind knee-walls
- Interior soffits
- Wiring penetrations
- Plumbing vents
- Recessed lights
- Basement rim joists
- Windows and doors
- Crawlspace



Source: www.abqjournal.com



WHAT IS AIR SEALING?



Source: www.oakwoodexteriors.com



Source: www.buildingsciencesllc.com



© Kevin Kenefick 2001



Source: Keith Williams

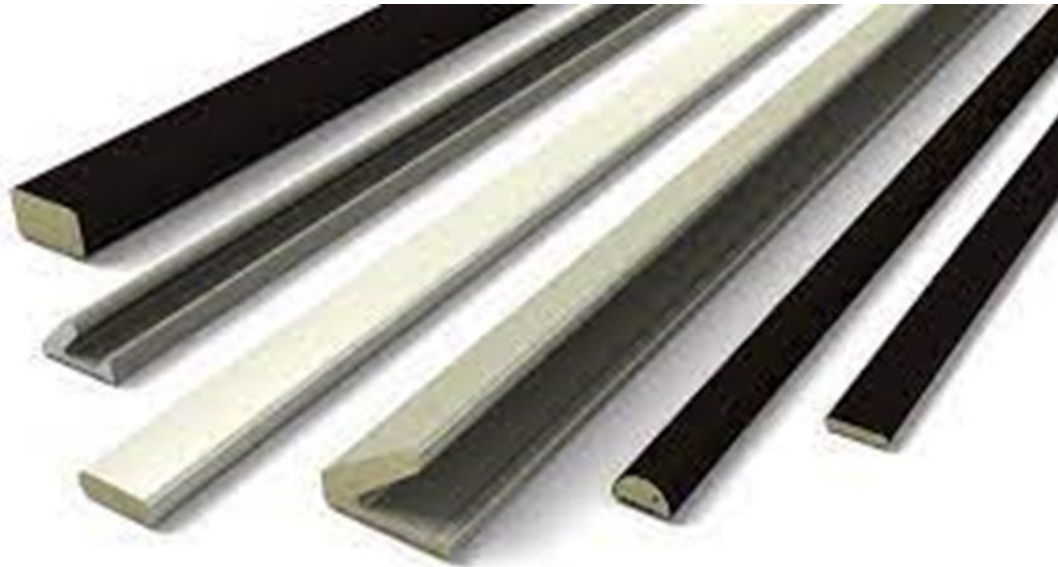
INSULATION INSTALLATION



WEATHERSTRIPPING

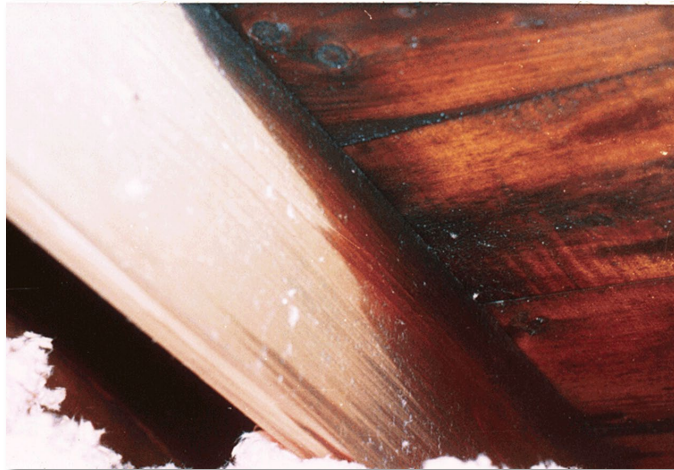


Weatherstripping all exterior doors and attic hatch saves energy and increases comfort.
Soft Q-Ion is the best!



CAN A HOUSE BE TOO TIGHT?

Properly controlling moisture in a home will improve the effectiveness of air sealing and insulation efforts, and these efforts, in turn, will help control moisture.



VENTILATION FOR A HEALTHY HOME

Ventilation is key to a healthy home

- Upgraded bath fan can provide
 - High efficiency – DC motor
 - Rated for long run times
 - Quiet (less than 0.5 sones)



Source: www.panasonic.com

- Air-to-air exchanger
- HRV or ERV



PROPER VENTILATION



Home ventilation is extremely important for managing indoor air quality and moisture. Follow these pointers for proper ventilation.

- **Control Moisture**
Properly controlling moisture is essential. In the winter use a moisture meter to track your levels and lower the setting on your humidifier(s) if they are too high. The suggested interior moisture level during Wisconsin winters is 30%–40%.
- **Use Spot Ventilation**
To prevent potential mold, run the ventilation fan in the bathroom while showering or bathing, and let it run for another 20 minutes afterward.
- **Use Your Range Hood While Cooking**
This will remove moisture-laden air and odors from your home right at their source. If your kitchen does not have a ventilation fan, open a window slightly to help ventilate.

HOME ENERGY ASSESSMENTS



- Provide a clear road map of:
 - Where a home is performing well and where it could benefit from efficiency improvements.
 - Specific solutions for comfort, health, and safety issues, plus ideas for lowering energy costs.
 - Available rebates to help reduce out-of-pocket costs on recommended improvements.
- What to expect:
 - In-depth testing using diagnostic tools and modeling software.
 - Health and safety testing, a calculation of hourly air changes, and recommended ventilation.
 - A report with safety testing results, a prioritized list of opportunities, and even modeled savings.

IRA- INFLATION REDUCTION ACT



25C TAX CREDITS



- TAX CREDITS FOR RESIDENTIAL ENERGY EFFICIENCY IMPROVEMENTS
- As a result of the Inflation Reduction Act, homeowners will have access to expanded tax credits for energy efficiency improvements, including certain on-site installation costs.
 - Starting in 2023, homeowners can receive up to 30 percent back through tax credits for making energy efficiency improvements to their homes
 - General up to a maximum of \$1,200 per year but potentially up to \$3,200 if improvements include heat pumps, heat pump water heaters, or biomass stoves
 - 30% of the cost of certified home energy audit up to \$150

HEEHR REBATES



- Income requirements for the High-Efficiency Electric Home Rebate Program:
- For households with annual income below 80 percent of an area's median income, the household can receive rebates up to 100 percent of the project costs.
- For households with annual income between 80 percent to 150 percent of an area's median income, the household can receive rebates up to 50 percent of the project cost.

HEEHR REBATES



Electrification Upgrades	Amount of rebate provided
Heat pump water heater	Not more than \$1,750
Heat pump space heating or cooling	Not more than \$8,000
Electric stove, cooktop, range, or oven; or electric heat pump clothes dryer	Not more than \$840
Electrical panel/breaker box upgrade	Not more than \$4,000
Insulation, air sealing, ventilation	Not more than \$1,600
Electric wiring	Not more than \$2,500

HOMES REBATES



- The HOME Rebates Program will administer grants to state energy offices to implement the HOME rebates programs. Once a state energy office applies for the grant and receives the grant from DOE, it can provide rebates for whole-house energy-saving retrofits begun on or after the date of enactment of the IRA and completed by Sept. 30, 2031.
- A rebate under HOME may not be combined with any other federal grant or rebate.
- Rebates based on measured or modeled savings.

HOMES REBATES



Retrofit energy savings	Rebate Amounts for Single-Family Homes	Rebate Amounts for Single-Family Homes occupied by a low- or moderate- income household [2]
For retrofits that cut energy usage between 20 percent and 35 percent	The lesser of: <ul style="list-style-type: none"> • \$2,000 • 50 percent of project costs 	The lesser of: <ul style="list-style-type: none"> • \$4,000 per single family home/dwelling unit • 80 percent of the project cost
For retrofits that cut energy usage by 35 percent or more	The lesser of: <ul style="list-style-type: none"> • \$4,000 • 50 percent of project costs 	The lesser of: <ul style="list-style-type: none"> • \$8,000 per single family home/dwelling unit • 80 percent of project cost
For retrofits that cut energy usage by not less than 15 percent	<ul style="list-style-type: none"> • A payment rate per kilowatt hour saved, or kilowatt hour equivalent saved, equal to \$2,000 for a 20 percent reduction of energy use for the average home in the state, or • 50 percent of the project cost 	<ul style="list-style-type: none"> • A payment rate per kilowatt hour saved, or kilowatt hour equivalent saved, equal to \$4,000 for a 20 percent reduction of energy use for the average home in the state, or • 80 percent of the project cost

QUESTIONS?

CONTACT INFO:

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