

# Government Affairs Seminar

Thursday, February 19, 2026





# FOCUS ON ENERGY<sup>®</sup> UPDATE

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# AGENDA

- Focus on Energy Overview
- Rebates and Incentives
- Water and Wastewater-Specific Offerings
- Wastewater Project Types
- Questions

# FOCUS ON ENERGY OVERVIEW

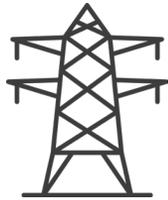


# WHAT IS FOCUS ON ENERGY?



- Statewide energy efficiency and renewable energy resources program.
- Assists Wisconsin residents and businesses in identifying and implementing energy efficiency projects.
- Offers unbiased third-party information and technical assistance.
- Provides financial rebates and incentives for energy-saving projects that would not otherwise occur.

# WHERE THE FUNDING COMES FROM



- **Focus on Energy is not funded by state or federal tax dollars.** Program support comes directly from participating Wisconsin utilities.
- **As a ratepayer, this Program is available to you.** By paying into the Program through your utility bill, you are eligible to benefit. The more you participate, the more value you get back.
- **Utility contributions** are pooled to deliver incentives, technical assistance, and energy-saving programs across the state.
- **Public Service Commission of Wisconsin** ensures funds are used effectively and transparently to benefit Wisconsin residents and businesses.

# FOCUS BY THE NUMBERS



Served nearly 172,000 residential participants



Served 4,000 business participants

Achieved \$4.17 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.**

# WE SERVE ALL BUSINESS TYPES

Helping energy-efficient improvements be more affordable and achievable.



## SMART ENERGY OPTIONS

### Energy Efficiency Technologies

- Refrigeration.
- Process Systems.
- HVAC.
- Lighting.

### Renewable Energy Technologies

- Solar Electric.
- Solar Thermal.
- Biomass & Biogas.
- Wind.

## SMART ENERGY SERVICES

Our services help single-building and large portfolio holders make energy-efficient decisions to save money and energy.

- Optimize building energy use.
- Assess energy-using systems.
- Retrocommissioning.
- Energy management services.
- New construction and renovations design assistance.

# REBATES AND INCENTIVES



# INCENTIVE PATHS



## Rebates

- Set dollar amounts.
- Covers commonly installed equipment.
- Applied for after installation.

## Instant Discounts

- Work with participating Trade Ally contractor or distributor.
- Purchase qualifying equipment.
- Receive instant discount on purchase.

## Custom Incentives

- Incentive based on energy saved.
- Typically for less common equipment replacements.
- Requires pre-approval before getting started.

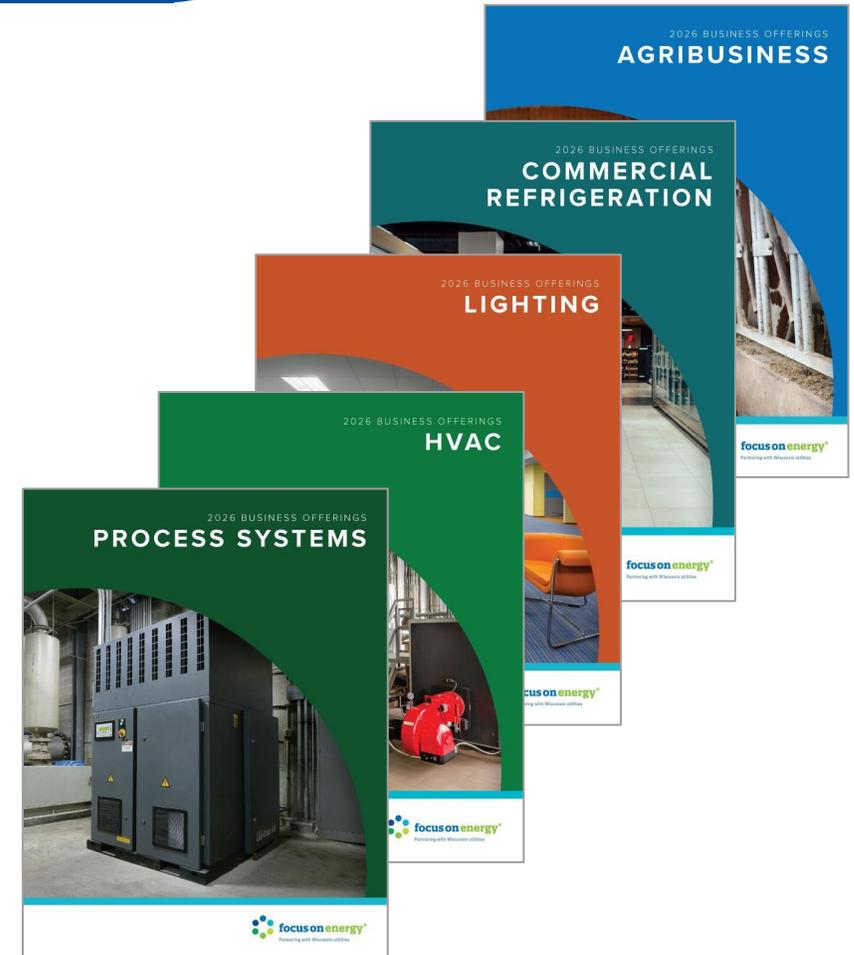
## Design Assistance

- For new construction and major renovation projects only.
- Evaluate different equipment configurations.
- Incentive based on energy saved.

# REBATES



- Standard equipment retrofits.
- Generally, 1-for-1 replacements.
- Fixed rebate rates.
- Preapproval not required unless specified.
- Rebate amount and requirements listed in rebate catalogs.
- Visit [focusonenergy.com/catalogs](https://www.focusonenergy.com/catalogs) to view current catalogs.



# REBATE APPLICATION PROCESS

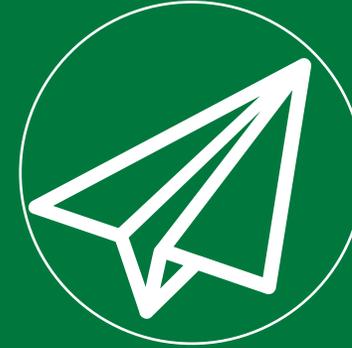


## 1. Confirm equipment eligibility.

- Review requirements in rebate catalog.
- Obtain pre-approval if required.
- Contact an Energy Advisor for additional support.



## 2. Install qualifying equipment.



## 3. Submit application, invoices, and required documentation.

- Must be submitted within 60 days of project completion.
- Send to Energy Advisor or [business@focusonenergy.com](mailto:business@focusonenergy.com)



## 4. Receive check within 6-8 weeks.

- A post-installation inspection may be required prior to payment.

# CUSTOM INCENTIVES



- Offered for projects where a rebate does not exist.
- E.g., non-standard equipment or operating conditions, not a 1-for-1 replacement.
- Incentive is based on the estimated first-year gas and/or electric energy savings.
- Projects must pay back between 1 and 10 years.

2026 Custom Incentive Rates
\$0.02-\$0.08/kWh saved.
\$100/Peak kW reduced.
\$0.20-\$1.25/Therm saved.

# CUSTOM APPLICATION PROCESS



## 1. Engage Energy Advisor.

- Pre-approval is required prior to project starting for all Custom projects.



## 2. Provide project information.

- Work with your Energy Advisor and Trade Ally.
- Include proposal, specifications, and utility data.



## 3. Obtain preapproval.

- Your Energy Advisor will use project information to calculate energy savings and incentive.



## 4. Install equipment.

- Equipment can be purchased and installed after signing the Incentive Agreement.



## 5. Notify Energy Advisor of completion.

- A post-installation inspection may be required.
- Receive your incentive check within 6-8 weeks.

# RENEWABLE ENERGY



- Custom incentives available for:
  - Biogas.
  - Biomass.
  - Solar Thermal.
  - Wind.
  - Hydroelectric.

- Solar PV incentives are available through the **Renewable Rewards program**.
  - Customer incentive is based on system kW (DC) and limited to \$25,000 for businesses (\$50/kW).

## Renewable Energy Incentive Rates

\$0.10/kWh saved or generated.

\$125/peak kW reduced or generated.

\$1.25/therm saved or generated.



# WATER AND WASTEWATER- SPECIFIC OFFERINGS

# WISCONSIN DNR – CLEAN WATER FUND LOAN PROGRAM (SRF)



- **Energy Efficiency Priority Principal Forgiveness.**
- Matches Focus on Energy rebates up to \$50,000.
- Must have Incentive Agreement (PDF) when completing DNR Financial Assistance Agreement.



Project Approval Details	
Application ID:	
Incentive Amount:	
Estimated Project Cost:	
Approved Date:	
Signed Incentive Agreement Due Date:	
Incentive Expiration Date:	

**INCENTIVE AGREEMENT**

Customer Profile		Energy Advisor Contact Information	
Customer Name:		Program:	
Tax ID:		Energy Advisor:	
Tax Classification:		Energy Advisor Phone:	
Project Contact:		Energy Advisor Email:	
Contact Phone:			
Contact Email:			

Project Profile								
Project Details		Payment Information			Estimated Savings			
Project Location	Measure Name, Measure ID	Payable To	Payee Tax ID	Payee Tax Classification	Peak Summer Demand (kW)*	Annual Electric (kWh)	Annual Gas (Therms)	Annual Savings
<b>Total</b>								

\* Peak summer demand reduction is determined by the average electric load (kW) reduction or generation occurring between 2 p.m. and 6 p.m. on weekdays during June, July, August, and September.

This Incentive Agreement ("Agreement"), which includes the Focus on Energy Uniform Application Terms and Conditions, as posted on the Focus on Energy website: [focusenergy.com/terms-and-conditions](https://www.focusenergy.com/terms-and-conditions), is entered into by and between Focus on Energy and the undersigned applicant ("Customer"). Aptim Government Solutions, LLC is the Administrator for Focus on Energy ("Administrator") and bound by contract to Statewide Energy Efficiency and Renewable Administration, Inc. ("SEERA"). The Administrator, Focus on Energy and the Customer may be individually referred to herein as a "Party" and collectively as the "Parties". Focus on Energy and the Customer may be individually referred to herein as a "Party" and collectively as the "Parties."

The Term of this Agreement shall begin on the Approved Date and shall run continuously through the Incentive Expiration Date, unless extended or terminated pursuant to this Agreement or by mutual agreement of the Customer and Focus on Energy, with such agreement provided in writing signed by an authorized representative of each Party. Customer's procurement, installation, and implementation of energy efficiency and/or renewable energy measures shall be accomplished in accordance with the requirements outlined in this Incentive Agreement and the Uniform Application Terms & Conditions.

**IRS Certification**  
The following certifications are required in order for this form to substitute for the IRS Form W-9. Under penalties of perjury, I certify that:

1. The number shown on this form is the correct taxpayer identification number (or I am waiting for a new number to be issued to me); and
2. I am not subject to backup withholding because: (a) I am exempt from backup withholding, or (b) I have not been notified by Internal Revenue Service (IRS) that I am subject to backup withholding as a result of a failure to report all interest of dividends, or (c) The IRS has notified me that I am no longer subject to backup withholding; and
3. I am a U.S. citizen or other U.S. person (including a U.S. resident alien); and

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Incentive Agreement
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# WASTEWATER PLANT ENERGY ASSESSMENT (WWPEA)



1. Choose a registered **Wastewater Service Provider (WSP)**.
2. Submit the **WWPEA application** for pre-approval.
3. WSP completes the assessment.
4. Submit assessment report and invoice to Focus on Energy.
5. Incentive is paid.



## **AECOM**

Statewide Service  
[www.aecom.com](http://www.aecom.com)

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## **CBS Squared Inc.**

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# PUMP ASSESSMENT



1. Choose a Trade Ally to perform the pump assessment.
2. Trade Ally completes pump assessment data collection form and recommendations report.
3. Submit **incentive application**, invoice, and pump assessment to Focus on Energy.
4. Incentive is paid.

**NOTE:** If a VSD is recommended to save energy, you are eligible to receive a **50% bonus** on the installation.

# PROJECT ASSESSMENT INCENTIVE

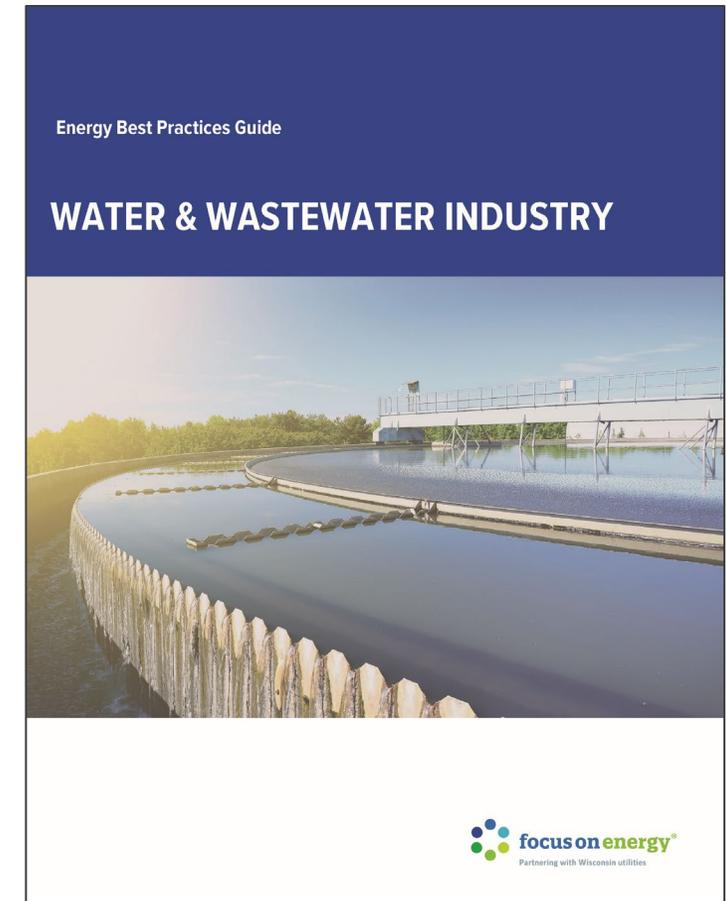


1. Focus on Energy will cost share engineering and analysis to assess feasibility of energy projects, including biogas.
2. Work with your Trade Ally to submit the **application** to Focus on Energy for pre-approval.
3. Trade Ally completes project assessment and submits report, invoice, and application to Focus on Energy for payment.
4. Incentive is paid.
  - Incentive limited to the lesser of:
    - 50% of study cost.
    - 20% of energy savings.
    - Capped at \$15,000.

# ENERGY BEST PRACTICES GUIDE



- Steps to build an energy management program for water and wastewater facilities.
- General best practices and recommendations.
- Scan the QR code or go to [focusonenergy.com/guidebooks](https://focusonenergy.com/guidebooks) to view an electronic copy.



# BUSINESS CUSTOMER COMPETITIVE INCENTIVE RFP



- Now accepting proposals from business customers seeking support beyond standard Focus on Energy incentives.
- Designed for energy-saving projects completed by **November 30, 2027**.
- Applicants must work with an Energy Advisor to submit.
- Minimum project size of 50,000 Life Cycle MMBtu.
- Proposal submissions due: **March 13, 2026**.
- For more information and to apply, visit **[focusonenergy.com/specialofferings](https://focusonenergy.com/specialofferings)**

# ENERGY ADVISOR MAP



## SERVING SCHOOL AND GOVERNMENT CUSTOMERS



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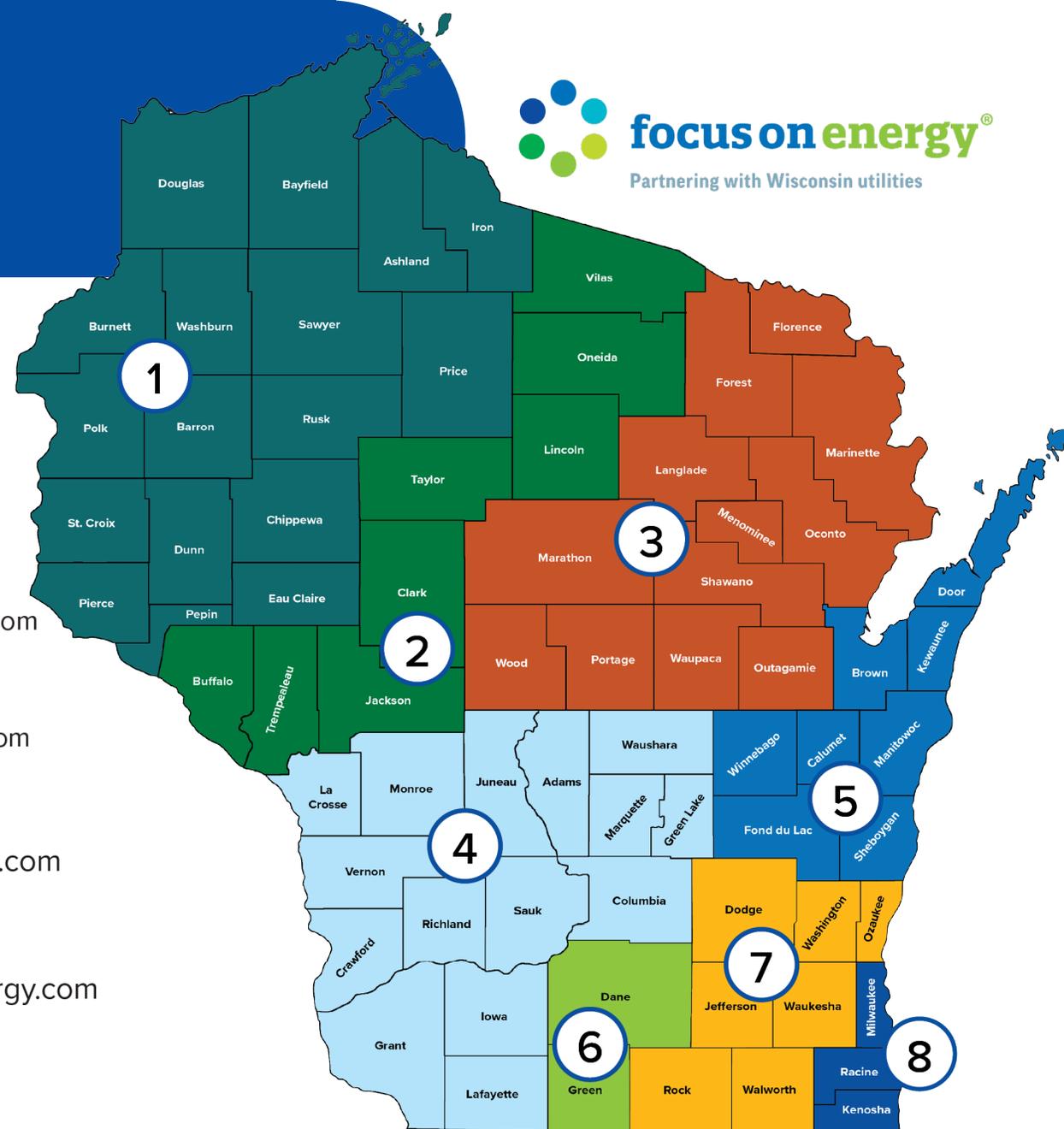
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# WASTEWATER PROJECT TYPES



# ELIGIBLE PROJECT TYPES



- **Pumping**

- More efficient size.
- Variable Frequency Drives.

- **Aeration**

- Diffusers.
- Blowers.
- Controls.

- **Digestion**

- Aerobic.
- Anaerobic.
- Mixing.

- **Solids Management**

- Thickening.
- Dewatering.
- Drying.

- **Renewables**

- Solar.
- Biogas.

QUESTIONS



# CONTACT INFORMATION

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