

FOCUS ON

# MIDSTREAM SOLUTIONS



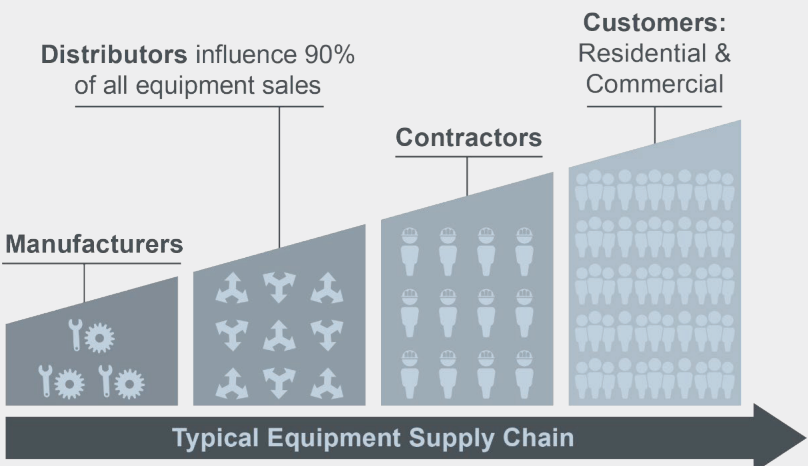
**focus on energy**<sup>®</sup>

Partnering with Wisconsin utilities

# Program Design

Focus on Energy's Midstream Solutions leverage distributors and their Trade Ally contractor networks to provide instant discounts directly to utility customers who purchase qualifying energy-saving equipment. Key benefits include:

- **Attribution** – In most cases participating contractors will have customers sign an Incentive Acknowledgment Form at the time of purchase to ensure customers are aware of the Midstream incentives that are clearly noted as line items on contractor invoices.
- **Cost-effectiveness** – Midstream incentives can reach greater numbers of customers with lower Trade Ally management costs than traditional downstream programs.
- **Scalability** – Midstream incentives are designed to be scalable so any efficient equipment types sold to customers through distributor/contractor supply chains can be added as the channel grows. Focus on Energy will work to evolve this Solution by identifying existing and emerging technologies best suited for Midstream.
- **Market Transformation** – Influences key supply chain actors to purchase and stock more efficient equipment and at higher efficiency levels.



# PRODUCT CATEGORIES



## Commercial Kitchen Equipment

ENERGY STAR® certified commercial kitchen equipment helps café, restaurant, and institutional kitchen operators save energy by cutting utility and maintenance costs without sacrificing features, quality, or style. Saving energy helps save money on utility bills and protect the climate by reducing greenhouse gas emissions.<sup>1</sup>

Equipment eligible for Midstream incentives in the commercial kitchen equipment category must be ENERGY STAR certified and meet Program eligibility requirements. For additional equipment information and qualified product lists, visit [energystar.gov/cfs](https://energystar.gov/cfs).

Equipment	Key Benefits <sup>2</sup>
Dishwasher	Low power mode during long idle periods, heat recovery, and dish load sensors
Fryer	Quicker recovery for continuous production and improved thermostat accuracy
Griddle	Improved thermostatic controls and high production capacity
Hot Food Holding Cabinet	Addition of insulation and better temperature uniformity
Oven	Improved gaskets for faster and more uniform cooking processes
Steamer	Reduced water consumption for connectionless models
Ice Machine	Quicker ice harvesting through harvest assist devices

## Mini-Split/Multi-Split Heat Pumps

Instead of requiring bulky ductwork that is often difficult to install and is leaky, a ductless mini-split heat pump uses an indoor unit connected to an outdoor unit via refrigerant lines (which only need a three-inch hole in an outdoor wall for installation). Up to eight indoor units can be attached to one outdoor unit. Because they transfer rather than generate heat, ductless mini-split heat pumps can use 60% less energy than standard home electric resistance-based heating systems.<sup>3</sup> Incentives start at \$300.





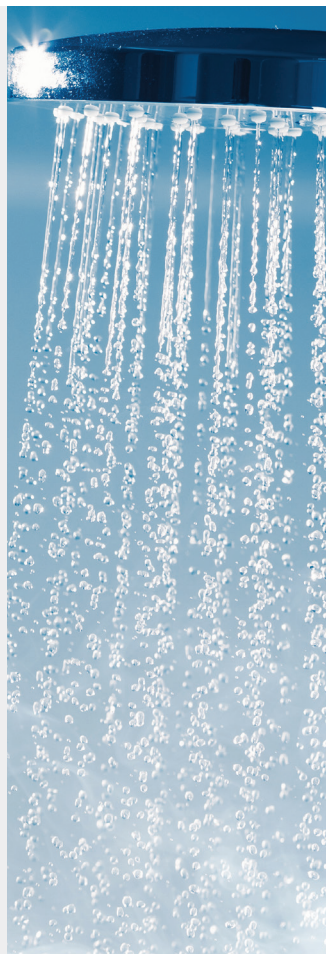
## Water Heaters

Heating water in a water heater accounts for about 18% of the energy used by an average home—more than a refrigerator, dishwasher, clothes washer, and dryer combined.<sup>4</sup> ENERGY STAR certified heat pump water heaters use less than half the energy of a standard electric storage water heater and could save a four-person household \$330 per year in energy costs.<sup>5</sup> On top of that, ENERGY STAR certified gas tankless water heaters cut water heating expenses by heating water only when it's needed, while also providing continuous hot water delivery. These models are a great choice for new construction/remodeling, and they are also becoming popular as a replacement for gas storage water heaters. Water heaters eligible for Midstream incentives must be ENERGY STAR certified and meet Program eligibility requirements. For additional equipment information and qualified product lists, visit [energystar.gov](https://energystar.gov).

Incentives for electric heat pump water heaters start at \$300 and gas tankless water heaters start at \$120.

## High-Performance Circulator Pumps

Circulator pumps move fluid through closed-loop heating and cooling systems to regulate air temperature. Currently, most small circulator pumps operate at a constant speed and are oversized to accommodate for worst-case conditions. The ability to incrementally adjust a pump's flow speed to a building's changing demands conveys a significant opportunity to conserve energy. The high-performance circulator technology under consideration represents a significant improvement over costly and complex variable frequency drives (VFD) by electronically controlling motor speed with permanent magnet and compact stator motor technology.<sup>6</sup> Qualifying equipment will meet FOCUS ON ENERGY® technology specifications, and qualifying product lists will be provided to participating distributors and contractors.



# Midstream Incentive Structure

- Participating distributors receive a budget allocation to provide incentives to Focus on Energy customers.
- Distributors recruit participating contractors who provide instant discounts to customers at the time of purchase.
- Distributors are required to pass at least 60% of the incentive amount for qualifying equipment sales on from the dealer to the customer.
- In most cases, this instant discount must be indicated as a line item on the customer invoice and attributed to Focus on Energy.
- Participating distributors may have flexibility to use the remaining incentive amount to account for costs that benefit the sales of high-efficiency equipment included in the Midstream Solution.

## Benefits of Midstream Incentive Flexibility

Allowing distributors and contractors to leverage incentives to make strategic decisions drives the sale of higher efficiency products and equipment. Focus on Energy works with participating distributors during the training and onboarding process to share best practices that have been successfully implemented by other participants in other markets. Some examples include:

- Execute targeted marketing campaigns for participating dealers and contractors to promote the incentive.
- Provide spiffs to territory managers and sales staff to encourage strong contractor recruitment.
- Provide a high customer incentive. Distributors are encouraged to stack additional manufacturer and distributor rebates on top of the Focus on Energy incentive to increase customer savings.
- Allow smaller dealers and contractors to offset some administrative costs associated with participation.
- Increase incentive amount on highest efficiency equipment to account for higher incremental cost.

1. [energystar.gov/cfs](http://energystar.gov/cfs)

2. Technology benefits from ENERGY STAR commercial kitchen equipment fact sheet ([energystar.gov/sites/default/files/asset/document/Equipment\\_Savings\\_fact\\_sheet.pdf](http://energystar.gov/sites/default/files/asset/document/Equipment_Savings_fact_sheet.pdf))

3. [energystar.gov/products/heating\\_cooling/ductless\\_heating\\_cooling](http://energystar.gov/products/heating_cooling/ductless_heating_cooling)

4. [hotwatersolutionsnw.org](http://hotwatersolutionsnw.org)

5. Benefits from ENERGY STAR heat pump water heater fact sheet ([energystar.gov/sites/default/files/asset/document/HPWHs\\_FactSheet\\_021518.pdf](http://energystar.gov/sites/default/files/asset/document/HPWHs_FactSheet_021518.pdf))

6. Description from GSA Green Proving Ground program technology assessment ([gsa.gov/cdnstatic/PTA-High\\_Performance\\_Circulator\\_Pump.pdf](http://gsa.gov/cdnstatic/PTA-High_Performance_Circulator_Pump.pdf))

# Learn More and Get Started Today

Contact us to begin participating and for additional information, including instant discount amounts, qualifying equipment, and application submission details.



[midstream@focusonenergy.com](mailto:midstream@focusonenergy.com)



[focusonenergy.com/midstream](https://focusonenergy.com/midstream)

#### 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 incentives help to implement energy efficiency and renewable energy projects that otherwise would not be completed. ©2022 Wisconsin Focus on Energy