



CUSTOM INCENTIVE GUIDE



HOW TO APPLY

Custom incentives provide opportunities to upgrade equipment and receive incentives for technologies not available prescriptively. Use this guide to help you move through the custom incentive process. Your Energy Advisor will help you every step of the way. If you need an Energy Advisor, call 800.762.7077 for assistance.

NEED HELP?
CALL
800.762.7077

UNDERSTANDING CUSTOM INCENTIVES

Custom incentives are for energy efficient upgrades not found in Focus on Energy's Incentive Catalogs. These incentives are for non-standard technologies (e.g. industrial process equipment) or for projects which do not include a one-for-one replacement. Custom incentive amounts are determined by the estimated first-year energy savings when upgrading to energy efficient equipment. Customers who are eligible for Focus on Energy's Agriculture, Schools, and Government Program (AgSG), Business Incentive Program (BIP), Large Energy Users Program (LEU), or Multifamily Energy Savings Program (MESP) are eligible for custom incentives.

BEFORE YOU APPLY

Before purchasing equipment or proceeding with upgrades, you must work with an Energy Advisor from Focus on Energy. Your Energy Advisor will help you to determine if your project qualifies for a Focus on Energy custom incentive and will help you obtain necessary approvals. If you need an Energy Advisor, go online at focusonenergy.com/EA-map or call **800.762.7077** for assistance.

WHAT YOU'LL NEED

Returning customers

If you have received a custom incentive before and are familiar with the type of information you'll need to provide to the Program, contact your Energy Advisor to get started. Your Energy Advisor will provide you with any Program paperwork required and will work with you to obtain pre-approval for your project. Remember, pre-approval is required prior to ordering equipment or processing purchase orders associated with your energy efficiency upgrade. Incentive pre-approval is contingent upon receipt of necessary documentation, such as energy savings calculations and an indication that financial assistance from Focus on Energy is needed to implement your project.

New customers

Customers who have not previously applied for custom incentives should follow the steps below.

STEP 1

BEFORE YOU APPLY

- Contact your Focus on Energy Advisor. If you do not know who your Energy Advisor is, please call Focus on Energy at 800.762.7077, and we will get you in touch with the correct person.

STEP 2

WHAT YOU'LL NEED

- Detailed scope of work including:
 - Existing equipment and relevant details (e.g. equipment manufacturer and model number, operating hours, etc.)
 - Proposed equipment and relevant details (e.g. equipment manufacturer and model number, operating hours, etc.)
- Proposal for qualifying equipment – make sure proposal includes:
 - Total project costs (itemized materials and/or labor)
- Manufacturer specification sheets
- Custom Project Information Form. All sections of this form must be completed. This form provides Focus on Energy with important background information to help us get started on your project. This form can also be found on the Focus on Energy website under the Custom Projects Page at focusenergy.com/custom.
- Utility Release Form – not required on all projects
 - Work with your Energy Advisor to determine if a utility release form will be required. Some projects require historical utility data to determine energy cost savings and project payback.
 - Statewide average utility rates will be used to calculate project payback unless customer chooses to provide utility release form in circumstances where it is not required.

STEP 3

UNDERSTAND YOUR INCENTIVE RATE AND PROGRAM REQUIREMENTS

Custom incentives are based on estimated first year energy savings achieved from an energy efficiency upgrade. The calculated savings are multiplied by the specific Program incentive structure as noted below. Work with your Energy Advisor to understand your incentive structure and program requirements.

Business Programs

- \$0.03 per kWh saved. \$0.02 per kWh saved for lighting projects under LEU.
- \$100 per peak kW reduced (Peak kW reduction is determined by the average kW load reduction occurring between 1 PM and 4 PM on weekdays during June, July and August).
- \$0.60 per Therm.

Custom Incentive Requirements for Business Programs:

- Incentives will not be provided for projects with a simple payback less than 1.5-years based on energy savings.
- Projects are limited to a maximum simple payback of 10 years based on energy savings. LEU customers' simple payback is 8 years based on energy savings.
- Custom incentives cannot be greater than 50% of a project's cost for AgSG and BIP. LEU customers' incentives cannot be greater than 30% of a project's cost. LEU customers' projects may be limited to no less than 10% of the project cost.
- Incentives are eligible for new (not used or refurbished) equipment only. Maintenance projects are not eligible.
- The maximum incentive for a custom project is \$200,000 for AgSG, BIP, and LEU.
- The maximum total for all incentives an individual customer may receive per calendar year is \$400,000 for AgSG, BIP, and LEU.

Multifamily Energy Savings Program (MESP)

Tier 1

- Incentives for customers who improve the building's energy usage by less than 20% of the established baseline.
 - \$0.05 per kWh saved.
 - \$100 per peak kW reduced (Peak kW reduction is determined by the average kW load reduction occurring between 1 PM and 4 PM on weekdays during June, July and August).
 - \$0.80 per Therm saved.

Tier 2

- Incentives for customers who improve the building's energy usage 20% or more than the established baseline.
 - \$0.07 per kWh saved.
 - \$125 per peak kW reduced (Peak kW reduction is determined by the average kW load reduction occurring between 1 PM and 4 PM on weekdays during June, July and August).
 - \$1.00 per Therm saved.

Custom Incentive Requirements for MESP:

- Custom incentive are only available for projects on existing buildings. New construction projects do not qualify.
- Custom incentives cannot be greater than 50% of a project's cost.
- An audit is required prior to project pre-approval.
- There may be a fee for custom incentive calculations.

Units per Building	Calc Fee per Building	Calc & Report Fee per Building
4-49 Units	\$150	\$300
50+ Units	\$250	\$500
Community Center	\$50	\$100

Program staff can provide custom calculations, an energy assessment report, and engineering services for a fixed fee that is 100% reimbursable to the customer upon completion of a custom project. The customer must provide an estimated completion date and apply for an incentive totaling more than the calculation fee. For a base fee, customers will receive custom calculations on all custom measures, which include energy savings, cost savings, and simple payback. If customers choose to pay an additional fee, they will receive a personalized report for their building including a brief description of each opportunity, benchmarking graphs with future usage projections, a list of no/low-cost measures, and a summary of all opportunities with savings and incentive information. An example of this report can be viewed at www.focusonenergy.com/multifamily. Program calculation fees per building are as follows:

- Building complexes are classified into two types:
 - A group of identical or similar-size buildings with identical or similar mechanical systems – these buildings complexes are able to pay one fee to produce calculations and a report which is representative of all buildings.
 - A group of identical or similar-size buildings with different mechanical systems – these building complexes will be required to pay a fee for each building requiring calculations and a report.
- If a customer with a complex of either type also has a community center separate from the “typical” building, an additional \$50 fee for calculation and reporting on custom measures will apply.
- Work with your Energy Advisor to learn more about the calculation and reporting requirements and services available.

STEP 4

REQUEST PROJECT PRE-APPROVAL

- Incentive pre-approval is contingent upon receipt of necessary documentation such as energy savings calculations and an indication that financial assistance from Focus on Energy is needed to implement your project.
- Timeline for a project to receive pre-approval depends on several factors including the amount of time it takes for an Energy Advisor to receive required documentation, the complexity of the project, and the size of the incentive.
- Once a project is pre-approved, the Energy Advisor will issue an Incentive Agreement (IA) to the customer for their signature.
 - Once an IA is issued, incentive funding is reserved for your project.
 - Customers have 65 days from pre-approval to sign and return the IA as indicated on the IA.
- Once Focus on Energy receives the signed IA, the Energy Advisor will inform you of receipt, and the customer can proceed with the equipment order and installation.

STEP 5

COMPLETE YOUR CUSTOM PROJECT

- Complete the project by the Project Completion Deadline as indicated on the IA.
 - An extension can be requested by contacting your Energy Advisor in writing (email is acceptable) and providing a final completion date and proof the project is moving forward (e.g. a PO or an invoice). Extensions are at the discretion of Focus on Energy.
- Once the project is completed, alert your Energy Advisor who will then issue you a Project Completion Notice (PCN).
- Provide the following documentation to your EA:
 - Detailed final invoice including:
 - Quantities installed
 - Manufacturer and model numbers
 - Itemized project cost
 - Customer name and installation address
 - Provider's name
- Completed PCN with customer signature.
 - Please note if the scope of the original project has changed. Scope changes may result in an incentive adjustment. Note: custom incentives cannot exceed originally approved incentive amount.
 - Completion paperwork will be reviewed for final qualification, and the incentive check will be issued within 8-10 weeks.
 - A site inspection may be required

SECTION 1

ACCOUNT AND CUSTOMER INFORMATION

TAX IDENTIFICATION NUMBER (Check one.)

- FEIN or SSN

FEIN OR SOCIAL SECURITY NUMBER

BUSINESS CLASSIFICATION OF CUSTOMER

(Check one. Required for all businesses, including non-profits.)

- Sole Proprietorship/Individual/Single-Member LLC
 C Corporation - S Corporation - Partnership
 Limited Liability Corporation Classification C, S, P:
 Other

OWNER NAME (REQUIRED IF SSN IS USED AS TAX IDENTIFICATION NUMBER)

COMPANY NAME

LEGAL ADDRESS (AS SHOWN ON COMPANY W-9)

CITY

STATE ZIP

How did you hear about us? (Check all that apply.)

- Utility Trade Ally Energy Advisor Internet
 E-mail Trade Show/Event Direct Mail
 Other:

WHO ARE YOU WORKING WITH FROM FOCUS ON ENERGY ON THIS PROJECT? (CONTACT NAME)

SECTION 2

JOB SITE INFORMATION

(Please refer to your utility bills for account numbers below.)

JOB SITE BUSINESS NAME

ELECTRIC UTILITY AT JOB SITE

ELECTRIC ACCOUNT

GAS UTILITY AT JOB SITE

GAS ACCOUNT

- Job Site Address is same as Legal Address
 Job Site Address is different (complete below.)

JOB SITE ADDRESS

CITY

STATE ZIP

SECTION 3

CUSTOMER CONTACT INFORMATION

JOB SITE CUSTOMER CONTACT NAME

PRIMARY PHONE #

E-MAIL ADDRESS

CUSTOM PROJECT INFORMATION FORM

PLEASE COMPLETE ALL SECTIONS. INCOMPLETE FORMS CANNOT BE PROCESSED AND WILL DELAY PRE-APPROVAL OF INCENTIVES. PRE-APPROVAL IS REQUIRED PRIOR TO PURCHASE OR INSTALLATION OF EQUIPMENT. FOR AN ELECTRONIC COPY OF THIS FORM VISIT FOCUSONENERGY.COM/APPLICATIONS.

SECTION 4

TRADE ALLY INFORMATION



TRADE ALLY CONTACT NAME

PRIMARY PHONE #

E-MAIL ADDRESS

TRADE ALLY COMPANY NAME

ADDRESS

CITY

STATE ZIP

Must be a registered Trade Ally to receive payment. See Participation Requirements for more information.

(Check one.) FEIN or SSN

FEIN OR SOCIAL SECURITY NUMBER (REQUIRED IF RECEIVING PAYMENT)

SECTION 5

BUSINESS PAYMENT INFORMATION

Make incentive check payable to: Customer Trade Ally

Mail check to: Legal Address Job Site Address
 Alternate Address (complete below.)

ADDRESS

CITY

STATE ZIP

ATTENTION TO (OPTIONAL)

If Focus on Energy has a question about this application, we should contact:

- Customer Trade Ally Other



SECTION 6

BUSINESS PROPERTY TYPE

- Existing Building New Construction

Select one (1) property type that best describes your business:

- | | |
|---|--|
| <input type="radio"/> Agriculture Producer | <input type="radio"/> Healthcare |
| <input type="radio"/> Dairy | <input type="radio"/> Clinic |
| <input type="radio"/> Livestock | <input type="radio"/> Hospital |
| <input type="radio"/> Greenhouse | <input type="radio"/> Skilled Nursing |
| <input type="radio"/> Crop Farming | <input type="radio"/> Other: _____ |
| <input type="radio"/> Aquacare | <input type="radio"/> Hotels & Lodging |
| <input type="radio"/> Other: _____ | <input type="radio"/> Manufacturing (product): _____ |
| <input type="radio"/> Education | |
| <input type="radio"/> College/University | <input type="radio"/> Multifamily |
| <input type="radio"/> Preschool/Day Care | <input type="radio"/> Apartment |
| <input type="radio"/> Private K-12 | <input type="radio"/> Condominium |
| <input type="radio"/> Public K-12 | <input type="radio"/> Mixed Use |
| <input type="radio"/> Technical College | Number of Units: _____ |
| <input type="radio"/> Grocery/Convenience Store | Number of Buildings: _____ |
| <input type="radio"/> Financial Institution | <input type="radio"/> Retail |
| <input type="radio"/> Food Service | <input type="radio"/> Service |
| <input type="radio"/> Government | <input type="radio"/> Religious Worship |
| <input type="radio"/> Federal/State | <input type="radio"/> Other: _____ |
| <input type="radio"/> Municipal/County | |
| <input type="radio"/> Native American | |

SECTION 7

PROJECT BACKGROUND INFORMATION

Which statement best describes the status of your project (select one):

- Considering project
- Assessing feasibility
- Getting vendor bids and/or savings estimates
- Received management approval
- Purchased equipment
- Started installation

Tell us why you are pursuing this project:

- Enhance employee/customer comfort
- Reduce maintenance costs
- Replace worn out equipment

- Reduce energy costs
- Comply with regulatory equipment
- Achieve company goal or mandate

Tell us how Focus on Energy can help you:

- Exploring options
- Assurance of the technical feasibility of the technology
- Verifying vendor savings estimates
- Showing the value to management
- Incentive to help reduce initial cost and/or trim payback
- Other: _____

SECTION 8

PRIOR TO ORDERING EQUIPMENT TO RECEIVE PRE-APPROVAL

PROJECT START DATE		
ESTIMATED PROJECT COMPLETION DATE		
Itemized proposal attached	Yes	<input type="radio"/>
Specification sheet(s) attached	Yes	<input type="radio"/>
Information on existing equipment (make, model, etc.) system operation and building operation attached	Yes	<input type="radio"/>
Brief Project Description		

SECTION 9

CUSTOMER SIGNATURE

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

- The number shown on this form is the correct taxpayer identification number.
- I am not subject to backup withholding because: (a) I am exempt from backup withholding, or (b) I have not been notified by the IRS that I am subject to backup withholding as a result of a failure to report all interest or dividends, or (c) the IRS has notified me that I am no longer subject to backup withholding.
- I am a U.S. citizen (includes a U.S. resident alien).

I have read and agree to the provisions set forth herein and to the Terms and Conditions posted at focusonenergy.com/terms. I understand that Focus on Energy may revise these Terms and Conditions at any time and I will not be notified in the event changes are made. To the best of my knowledge, the statements made on this application are complete, true and correct. **The Internal Revenue Service does not require your consent to any provision of this document other than the certifications required to avoid backup withholding.**



(Please use blue or black ink in the signature box below.)

CUSTOMER SIGNATURE

NAME (PRINT)

DATE

Please select the program for which you are applying (check one):

- Agriculture, Schools and Government Program
AgSGapps@focusonenergy.com
- Business Incentive Program
BIPapps@focusonenergy.com
- Large Energy Users Program
LEUapps@focusonenergy.com
- Multifamily Energy Savings Program
MESApps@focusonenergy.com



Please see the Program Descriptions and Submittal Information page for mailing addresses and fax numbers.

For MESP, checks to cover the calculation and reporting fees must be made out to Franklin Energy and sent to Focus on Energy MESP, 12075 Corporate Parkway, Suite 100, Mequon, WI 53092. See page 4 of the Customer Incentive Guide for more information.

PROGRAM DESCRIPTIONS AND SUBMITTAL INFORMATION

Submit your completed application to the program that best describes your business. Incentives for businesses are noted in blue and incentives for multifamily properties are green.



INCENTIVES FOR BUSINESSES

AGRICULTURE, SCHOOLS AND GOVERNMENT (AgSG) PROGRAM

Customers include agricultural producers, tribes, federal facilities, municipal and county government buildings, K-12 schools, colleges, universities and wastewater facilities. School and Government facilities that fall under LEU should apply to the LEU Program.

MAIL: Focus on Energy AgSG
725 W. Park Avenue
Chippewa Falls, WI 54729

FAX: 608.663.0267

E-MAIL: AgSGapps@focusonenergy.com

BUSINESS INCENTIVE PROGRAM (BIP)

Customers include but are not limited to commercial and industrial businesses, small to midsize healthcare facilities and hospitality businesses. Businesses that do not fall under AgSG or LEU programs should apply to BIP. Small Business Program eligible customers may apply for BIP incentives if no Small Business Program specific measure is available. All previous Chain Stores and Franchises Program customers should now apply for incentives through either BIP or SBP.

MAIL: Focus on Energy BIP
12075 Corporate Parkway, Suite 100
Mequon, WI 53092

FAX: 262.240.0825

E-MAIL: BIPapps@focusonenergy.com

LARGE ENERGY USERS (LEU) PROGRAM

Qualifying customers consistently have energy utility bills over \$60,000 per month. Typical Large Energy Users include paper and pulp, food processing, foundries, large hospitals, etc.

MAIL: Focus on Energy LEU
440 Science Drive, Suite 203
Madison, WI 53711

FAX: 608.819.9051

E-MAIL: LEUapps@focusonenergy.com

INCENTIVES FOR MULTIFAMILY PROPERTIES

MULTIFAMILY ENERGY SAVINGS PROGRAM (MESP)

Eligible for residential properties with four or more dwelling units, including apartments, condominiums and mixed use buildings.

MAIL: Focus on Energy MESP
12075 Corporate Parkway, Suite 100
Mequon, WI 53092

FAX: 262.240.0825

E-MAIL: MESPapps@focusonenergy.com

SAVING ENERGY AND MONEY FOR WISCONSIN

For more information,
call 800.762.7077
or visit focusonenergy.com

PARTICIPATION REQUIREMENTS

Before you start your project, please make sure you are familiar with participation requirements, program information and Terms and Conditions.

INFORMATION AND REQUIREMENTS

General Terms and Conditions

Review Focus on Energy's Terms and Conditions at focusonenergy.com/terms or call 800.762.7077 to request a copy be provided to you.

Prescriptive Incentives

Agriculture, Schools and Government Program, Business Incentive Program, and Large Energy Users Program (collectively, "Business Programs"): Any project with an expected incentive exceeding \$25,000 require pre-approval BEFORE project initiation or equipment purchase to guarantee fund availability. Projects not receiving pre-approval will be subject to funding availability. Projects with expected incentives of \$10,000 or more may request pre-approval. Check the Focus on Energy website at focusonenergy.com/business or call **800.762.7077** for more information.

Multifamily Energy Savings Program: Any project with an expected incentive exceeding \$10,000 require pre-approval BEFORE project initiation or equipment purchase to guarantee fund availability. Projects not receiving pre-approval will be subject to funding availability. Check the Focus on Energy website at focusonenergy.com/multifamily or call **866.486.0832** for more information.

For all prescriptive incentives, the incentive can not exceed the cost of the product (including any external labor).

Custom Incentives

If your project does not fit the descriptions on this prescriptive incentive application form, it may qualify for a custom incentive. This requires approval prior to project initiation and ordering equipment or issuing purchase orders. For Business Programs, direct inquiries to **800.762.7077** or visit focusonenergy.com/business. For Multifamily Programs, direct inquiries to **866.486.0832** or visit focusonenergy.com/multifamily.

Incentive Limits

Agriculture, Schools and Government Program, Business Incentive Program, Large Energy Users Program, and Multifamily Energy Savings Program: Incentives are limited to \$200,000 per project and \$400,000 per customer per calendar year for all Focus on Energy incentives (prescriptive and custom). Depending on your business tax classification, you may receive IRS Form 1099 for incentives totaling over \$600 in a calendar year.

Small Business Program: Incentives are limited to \$10,000 per site and \$25,000 per customer per calendar year specific to Small Business Program incentives only. Should customers participate in the Business Incentive Program in addition to the Small Business Program, incentives received through the Small Business Program count towards specified incentive caps for the Business Incentive Program. Depending on your business tax classification, you may receive IRS Form 1099 for incentives totaling over \$600 in a calendar year.

Trade Ally Information

A Trade Ally represents the company who provided/installed the equipment for a project or performed the service for which a customer is seeking an incentive. Trade Allies who have signed an agreement with Focus on Energy are allowed to enjoy certain program benefits, one of which is to receive direct payment of incentives at the Trade Ally's request. Incentives can only be paid directly to a Trade Ally if the Trade Ally has completed and submitted a Trade Ally Application.

The Federal Employer Identification Number (FEIN) and Business Classification of the Trade Ally is required IF you received your incentive as a credit on your invoice, whereby the incentive is paid directly to the Trade Ally. In this scenario, the credit must be clearly labeled as the Focus on Energy incentive and deducted from the amount due.

If your project was completed by more than one Trade Ally (example, equipment was purchased from one Trade Ally but installed by another Trade Ally) and the incentive is being paid to you the customer, please enter the information of the Trade Ally who installed your equipment in Section 4: Trade Ally Information. If the equipment was self-installed, please enter the information of the Trade Ally from whom you purchased the equipment.

Focus on Energy Information

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

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.