WISCONSIN FOCUS ON ENERGY

Presented by: Jason Kempen & Jackie Thibert-Blank
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.
Focus on Energy empowers the people and businesses of Wisconsin to make smart energy decisions with enduring economic benefits.
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
• 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.
FREE $125 ‘Peace of mind’ heating and/or cooling system tune-up voucher after purchase of the home
RESIDENTIAL OFFERINGS

• Free Energy-Saving Product Packs
  • Get yours at 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.
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 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.

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

<table>
<thead>
<tr>
<th>Household Size</th>
<th>Annual Income Upper Limit</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>$42,804.00</td>
</tr>
<tr>
<td>2</td>
<td>$55,974.67</td>
</tr>
<tr>
<td>3</td>
<td>$69,145.33</td>
</tr>
<tr>
<td>4</td>
<td>$82,317.33</td>
</tr>
<tr>
<td>5</td>
<td>$95,488.00</td>
</tr>
</tbody>
</table>

*Rebates are subject to change

More info at: focusonenergy.com/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.

More info at: focusonenergy.com/rebates.
Air sealing with insulation can dramatically increase a home's comfort level while decreasing energy bills.

For more information, visit focusonenergy.com/rebates.

### Insulation and Air Sealing Upgrades

<table>
<thead>
<tr>
<th>Insulation and Air Sealing Upgrades</th>
<th>Standard Rebates</th>
<th>Income-Qualified Rebates</th>
</tr>
</thead>
<tbody>
<tr>
<td>ENERGY STAR® qualified air sealing** *</td>
<td>$675</td>
<td>$1,125</td>
</tr>
<tr>
<td>Attic insulation</td>
<td>$525</td>
<td>$675</td>
</tr>
<tr>
<td>Foundation insulation*</td>
<td>$150</td>
<td>$225</td>
</tr>
<tr>
<td>Wall insulation</td>
<td>$450</td>
<td>$450</td>
</tr>
<tr>
<td>Duct sealing and insulation*</td>
<td>$75</td>
<td>$75</td>
</tr>
</tbody>
</table>

**Energy assessment required.

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

Rebates are subject to change.
• 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.
## MULTIFAMILY REBATES (4+ UNITS)

<table>
<thead>
<tr>
<th>Insulation and Air Sealing Upgrades</th>
<th>Rebates</th>
</tr>
</thead>
<tbody>
<tr>
<td>Air sealing and attic insulation, existing &lt; R-11</td>
<td>$1.00 per sq. ft. of attic space</td>
</tr>
<tr>
<td>Air sealing and attic insulation, existing &lt; R-12 to R-19</td>
<td>$0.70 per sq. ft. of attic space</td>
</tr>
<tr>
<td>Air sealing and attic insulation, existing &lt; R-20 to R-38</td>
<td>$0.55 per sq. ft. of attic space</td>
</tr>
<tr>
<td>Exterior wall insulation, existing &lt; R5</td>
<td>$0.80 per sq. ft. of wall area improved</td>
</tr>
</tbody>
</table>

*Rebates are subject to change.*
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

Envelope ➔ HVAC
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.
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
WHAT IS AIR SEALING?

Source: www.oakwoodclarions.com

Source: www.buildingenetwork.com

Source: Keith Williams
INSULATION INSTALLATION
WEATHERSTRIPPING

Weatherstripping all exterior doors and attic hatch saves energy and increases comfort. Soft Q-lon 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)

- Air-to-air exchanger
- HRV or ERV
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
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.
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

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

<table>
<thead>
<tr>
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</thead>
<tbody>
<tr>
<td>For retrofits that cut energy usage between 20 percent and 35 percent</td>
<td>The lesser of:</td>
<td>The lesser of:</td>
</tr>
<tr>
<td></td>
<td>• $2,000</td>
<td>• $4,000 per single family home/dwelling unit</td>
</tr>
<tr>
<td></td>
<td>• 50 percent of project costs</td>
<td>• 80 percent of the project cost</td>
</tr>
<tr>
<td>For retrofits that cut energy usage by 35 percent or more</td>
<td>The lesser of:</td>
<td>The lesser of:</td>
</tr>
<tr>
<td></td>
<td>• $4,000</td>
<td>• $8,000 per single family home/dwelling unit</td>
</tr>
<tr>
<td></td>
<td>• 50 percent of project costs</td>
<td>• 80 percent of the project cost</td>
</tr>
<tr>
<td>For retrofits that cut energy usage by not less than 15 percent</td>
<td>• 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</td>
<td>• 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</td>
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QUESTIONS?
CONTACT INFO:
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