

# **Focus on Energy**

**Sweet Dreams Are Made of This**  
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# What is Focus on Energy?

- A group of programs and services designed to help residents and businesses in Wisconsin save energy and money
- WI customers who get their electricity from a participating utility are eligible for Focus programs

# What's in it Builders and Subcontractor?

## Focus on Energy...

- can refer customers to your business
- provides financial incentives you can offer to your customers
- helps you offer a better quality product or service and reduce common call-backs

# Referral Sources

- Utilities: help to promote our programs and refer customers to Focus and our allies
- Focus web site: allows customers to search on-line for participating allies in their area
- Residential Info Center: receives thousands of calls annually from customers looking for energy efficiency information and local contractors/retailers

# **Residential Programs**

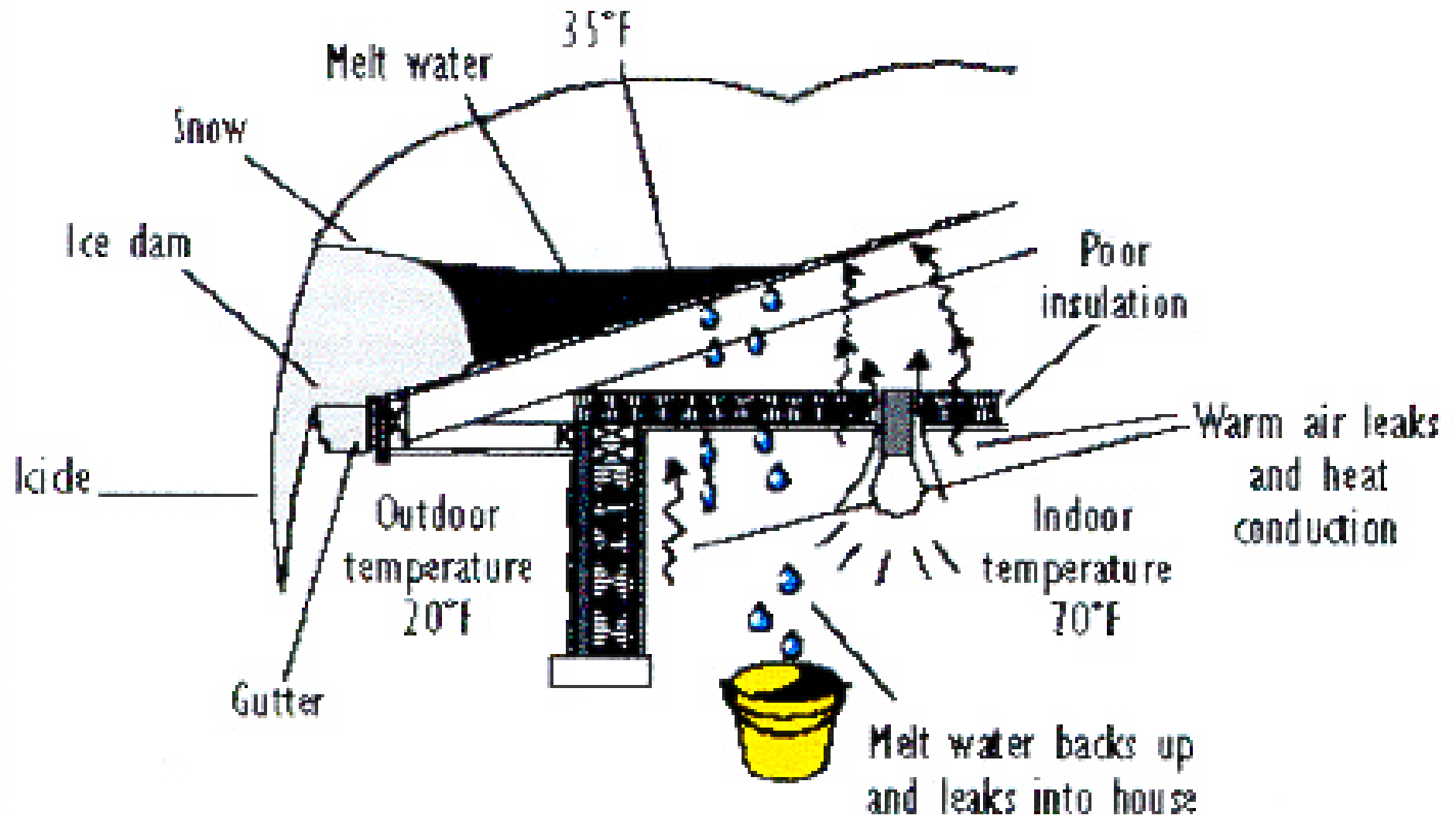
# Residential Programs

- **Home Performance with ENERGY STAR**
- **Wisconsin ENERGY STAR Homes**
- Apartment & Condo Efficiency Services
- ENERGY STAR Appliances & Lighting
- Targeted Home Performance with ES

## Home Performance with ENERGY STAR

- Two components: Whole House and the Efficient Heating & Cooling Initiative
- Whole House identifies causes and solutions for common home performance problems
- Consultant or Qualified Contractor performs a series of tests then makes recommendations
- Qualified Contractors can complete work. Cash-Back Rewards for completing certain measures
- Increasing emphasis on home improvement / remodeling market

## Home Performance in action...

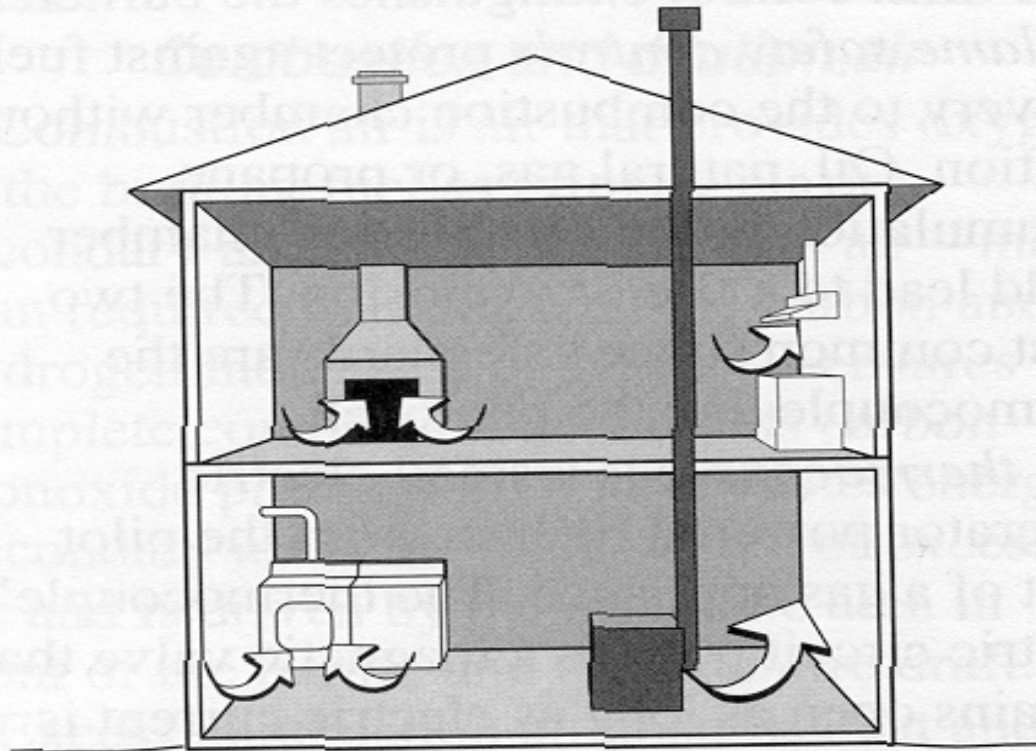


# Dense Pack Cellulose Insulation





## ***Back-drafting with Depressurization***



*Appliances that exhaust air—such as dryers, fireplaces, and exhaust fans—create a suction that can cause the furnace chimney to back-draft indoors.*





## Example Home Performance Rewards

- Attic insulation: \$150
- Sidewall insulation: \$200
- Air sealing/infiltration reduction: \$75
- Interior/exterior foundation insulation: \$75
- Spot ventilation: \$25 - \$50
- Space or water heating fuel switch (from electric): \$200

## Efficient Heating & Cooling Initiative

- Works with HVAC contractors to educate consumers on the benefits of high efficiency heating & cooling equipment
- Participating contractors are able to offer customers rewards on qualifying high efficiency furnaces, boilers, water heaters, central air
- Over 720 HVAC contractors participating & over \$1.7 million paid in Cash-Back Rewards

## Example Heating/Cooling Rewards

- 90+ furnace w/ECM motor: \$150
- SEER 12 AC: \$150
- SEER 13+ AC: \$200
- High EF water heater w/furnace or boiler replacement: \$150
- Mid efficiency boiler: \$100
- High efficiency boiler: \$200

# How to Participate:

Home Performance with ENERGY STAR:

1. Program Ally
2. Qualified Contractor
3. Qualified Consultant
4. Efficient Heating and Cooling Initiative  
Participating Contractor

# Wisconsin ENERGY STAR Homes

- Ensures a quality home built with greater attention to detail
- Consultant schedules site visits with the builder to verify construction details and conduct performance tests
- The builder & homeowner may qualify for rewards
- About 280 active builder partners, with over 1,600 homes certified & 500+ under construction

# Consultant Guides Certification on Each Home





## **Site Visits to Verify Construction Details**

## Site Visits to Verify Construction Details

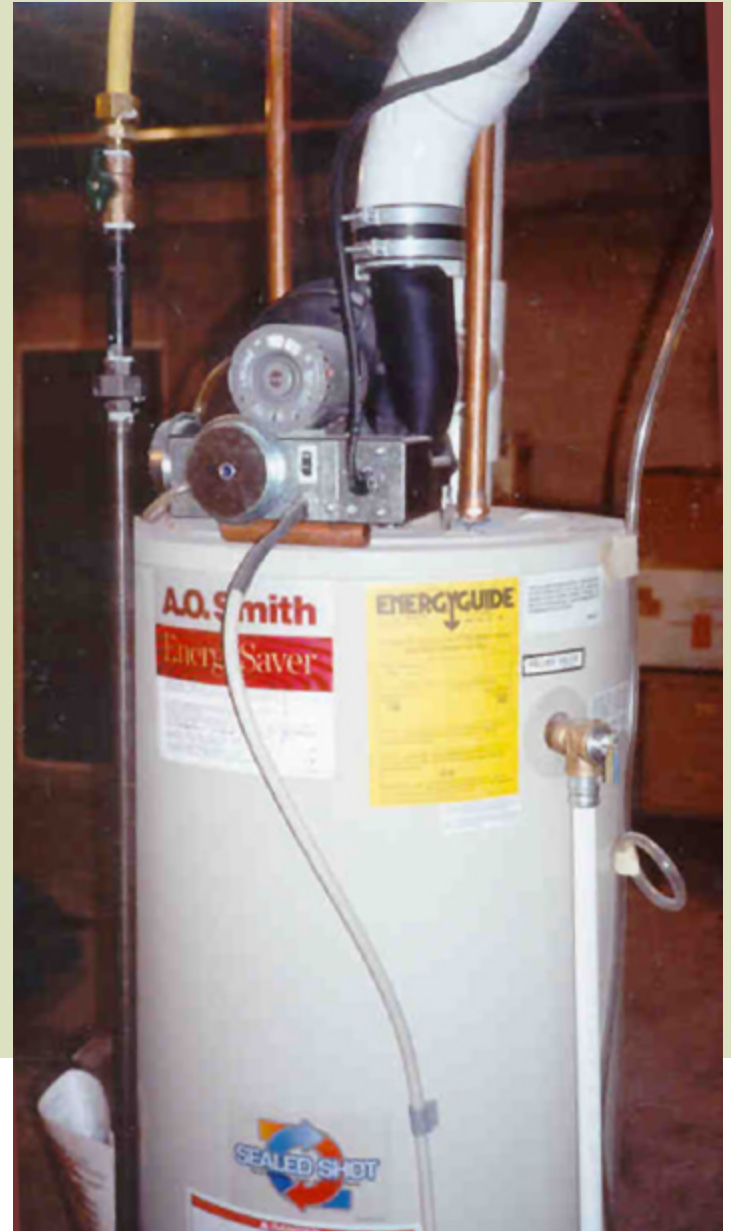


# Ventilation System Assistance



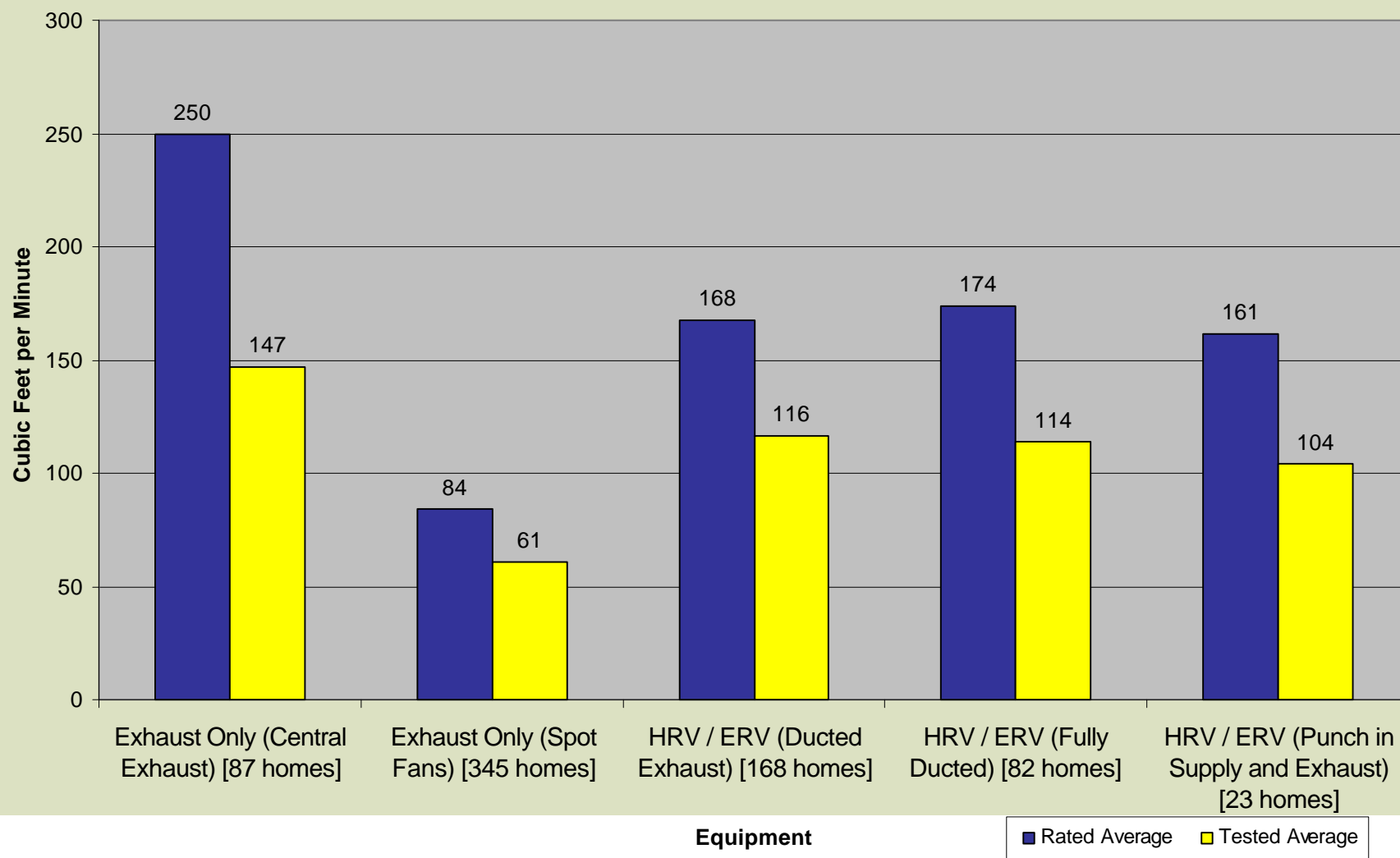
- 1.5 sones or less
- Well designed and carefully installed ductwork

# Equipment meeting combustion safety standards



## Wisconsin ENERGY STAR Homes

### Results from Testing Exhaust Flows on Various Equipment



## Example New Construction Rewards

### **Builder\*:**

- 90+ furnace w/ECM motor: \$150
- SEER 12 AC: \$150
- SEER 13+ AC: \$200
- Gas stub for clothes dryer: \$50

### **Homeowner:**

- ENERGY STAR qualified refrigerator: \$50
- ENERGY STAR qualified clothes washer: \$75
- Gas clothes dryer: \$50

\*Builder rewards double for Parade homes

# How to Participate

Wisconsin ENERGY STAR Home:

1. Builder Participant
2. Ally
3. Consultant

## Apartment & Condo Efficiency Services

- Offers assessment services and various Cash-Back Rewards for 4+ unit existing buildings
- Many rewards are “custom” – amounts are determined by estimated first year energy savings
- Design assistance & commissioning is offered for construction of new buildings

# Sample Boiler Replacement

Before...



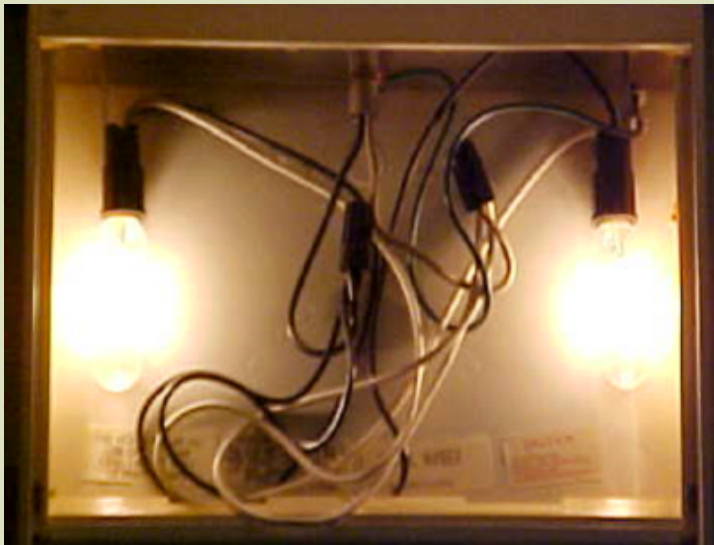
After...



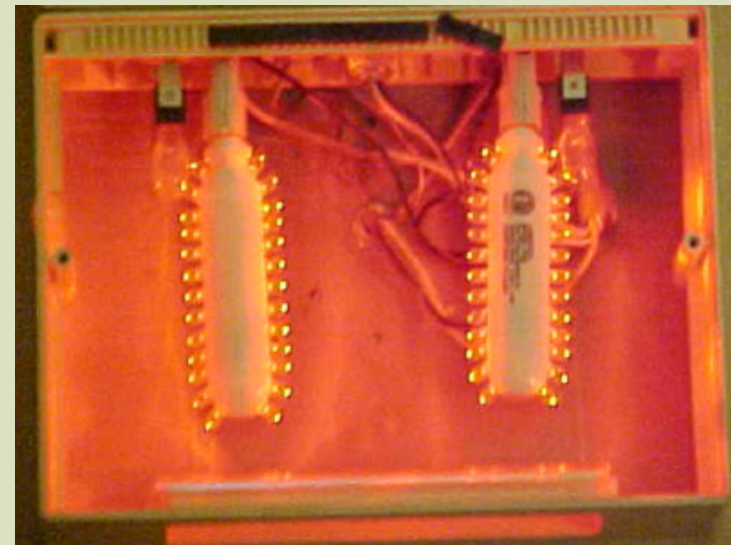
# Sample Exit Lighting Project



Before...



After...



## Example Apt. & Condo Rewards

- Furnaces, central AC and boilers similar to previous rewards
- In-unit setback thermostat: \$40 each
- ENERGY STAR qualified clothes washers in common laundry rooms: \$100 each
- LED exit fixtures: \$20 each
- Reduced-cost lighting retrofit incentives

## Sample of Training Available

- Basic Building Science
- IAQ Investigator Training
- Combustion Safety Testing
- Sales Trainings
- Ventilation Basics
- Advanced Framing Workshops

## Other Residential Programs

- **ENERGY STAR Appliances & Lighting:**  
offers education and Cash-Back Rewards on select qualified purchases
- **Appliance Turn-In:** Picks up and recycles old working refrigerators/freezers; pays the customer a \$20 “bounty” for each
- **Targeted Home Performance with ES:**  
helps income-qualified homeowners make energy efficient improvements to their homes

# Residential Renewable Promotion: Solar Domestic Hot Water Systems



# **Business Programs**

## Business Program Offers

- Includes commercial, industrial and agricultural
- Numerous training and educational opportunities
- Support tools for your customers, including financial incentives
- Technical assistance to help both allies & customers complete energy-efficiency projects
- Access to our diagnostic tool lending library

# Renewable Energy Program

## Renewable Energy Program Offers

- Renewable Energy is incorporated into Residential & Business Programs
- Technologies include: solar, wind, hydro (bio-energy & geothermal for C&I applications only)
- Offers low-interest loans, Cash-Back Rewards, and a variety of grants
- Several educational resources and hands-on workshops are also available

# Contact Us

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