

FOCUS ON ENERGY BUSINESS PROGRAMS



MPOWER BUSINESS CHAMPIONS *JULY 21, 2015*

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focus on energy™

Partnering with Wisconsin utilities

WHAT IS FOCUS ON ENERGY?



Wisconsin utilities' statewide program for energy efficiency and renewable energy

WHAT IS FOCUS ON ENERGY?

- A partnership of all Wisconsin investor-owned utilities plus many municipal and cooperative utilities
- Utilities participate for electrical savings, natural gas savings, or both

WHAT DOES FOCUS ON ENERGY DO?

- Assists Wisconsin residents and businesses in implementing energy saving projects
- Offers unbiased information and technical assistance to participating utilities' electric and/or natural gas customers
- Provides financial incentives for energy saving projects that would not occur otherwise

WHY FOCUS ON ENERGY?

- Focus on Energy has saved Wisconsin residents and businesses over \$3.33 for every dollar spent
- Since 2001, Focus on Energy has helped more than 2.7 million Wisconsin residents and businesses save over \$730 million in energy costs
- Over 2,300 businesses partner with Focus on Energy as Trade Allies

BUSINESS PROGRAMS

- Agriculture, Schools and Government
- Business Incentive Program
- Chain Stores and Franchises
- Large Energy Users
- Multifamily Energy Savings
- Small Business
- Design Assistance
- Renewable Energy Competitive Incentive Program



BUSINESS INCENTIVE PROGRAM

- Broad-based efficiency program
- **Customers with average peak electric demand less than 1,000 kW eligible**
 - Commercial and Industrial
- Custom and prescriptive offerings
- Trade Ally driven to increase customers' participation in the program

www.focusonenergy.com/business

FOCUS ON ENERGY WEBSITE

The screenshot shows the Focus on Energy website. At the top, there is a navigation bar with the logo and tagline "focus on energy™ Partnering with Wisconsin utilities". Below this is a secondary navigation bar with tabs for "RESIDENTIAL", "BUSINESS", "TRADE ALLIES", and "ABOUT". The "BUSINESS" tab is selected and highlighted in blue. Underneath, a blue sub-menu contains "BUSINESS", "EFFICIENT EQUIPMENT" (circled in red), "CUSTOM PROJECTS", "EFFICIENT FACILITIES", and "RENEWABLE ENERGY".

The main content area features a large image of two men in hard hats and safety glasses reviewing blueprints in an industrial setting. Below the image is a promotional banner with the text: "Join thousands of businesses that have saved more than **\$512 million** in annual energy costs."

Below the banner is a paragraph: "Focus on Energy helps Wisconsin businesses lower operational costs and improve their bottom lines through energy efficiency and renewable energy projects. Participating in our business programs can help your company manage energy costs, control energy demand, protect the environment and promote in-state economic development."

To the right of the banner is a "What's New? Business Programs" section with a link to "Review all the latest Business Program updates". Below that is a "Participating Utilities" section with a link to "See if your utility participates". Further down is an "Upcoming Event" section for the "Wisconsin Assisted Living Association (WALA) 2014 Spring Conference" on Tuesday, March 25, 2014 to Thursday, March 27, 2014, with a link to "See where else we'll be".

At the bottom of the main content area is a "Contact Us" section.

PROGRAM NAME	WHO IT IS FOR	BUSINESS TYPES	WHAT IS INCLUDED
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FOCUS ON ENERGY WEBSITE

The screenshot shows the Focus on Energy website interface. At the top, there is a navigation bar with the logo and tagline "focus on energy™ Partnering with Wisconsin utilities". Below the logo are social media icons for Facebook (2.2k likes), Twitter (12 tweets), and Google+ (4+1). A search bar is also present. The main navigation menu includes "RESIDENTIAL", "BUSINESS" (which is highlighted), "TRADE ALLIES", and "ABOUT". Under the "BUSINESS" tab, there are sub-categories: "EFFICIENT EQUIPMENT" (highlighted), "CUSTOM PROJECTS", "EFFICIENT FACILITIES", and "RENEWABLE ENERGY".

The main content area features a large icon of a fan and the heading "HVAC". Below this is a sub-heading "Get comfortable with savings—and with energy efficient HVAC equipment." followed by a paragraph explaining that HVAC accounts for approximately 40 percent of a commercial building's energy use and that upgrading can be a very effective way to reduce energy costs. A list of business types and sizes that are eligible for incentives is provided, including Retail Stores, Restaurants, Grocery/Convenience Stores, Foundries, Food Processing Plants, Pulp & Paper, Schools, Farms, and Mid-Sized Healthcare.

A prominent section titled "HOW DO I GET INCENTIVES FOR HVAC EQUIPMENT?" is highlighted with a light blue background. It contains three numbered steps: 1. Determine if your project requires pre-approval. Projects with incentives >\$25,000 require approval BEFORE project initiation or equipment purchase. To obtain pre-approval, complete and submit the appropriate equipment incentive application. 2. Review the incentive eligibility requirements and, if necessary, refer to the prequalified equipment list. Purchase and install your new equipment, or work with a Focus on Energy Trade Ally to have a system tune-up performed. 3. Submit a completed incentive application and an itemized invoice within 60 days of equipment installation.

On the right side of the page, there are three sections: "What's New? Business Programs" with a link to review updates; "Participating Utilities" with a note that only customers of participating utilities are eligible and a link to see if their utility participates; and "Upcoming Event" for the "Wisconsin Assisted Living Association (WALA) 2014 Spring Conference" on Tuesday, March 25, 2014 to Thursday, March 27, 2014, with a link to see where else they'll be. Below these is a "Contact Us" section with the text "Do you have questions about Focus on Energy and its programs or your eligibility? We're happy to".

A red arrow on the right side of the page points downwards, indicating that users should scroll down for more details and applications.


Scroll down for
incentive details
and applications



EFFICIENT EQUIPMENT

- Compressed Air
- Food Service
- HVAC
- Information Systems
- Lighting
- Refrigeration
- Specialty Industry
- Specialty Measures
- Variable Frequency Drives
- New Construction

FIND A TRADE ALLY




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Partnering with Wisconsin utilities

Like 2.2k Tweet 12 +1 17

GO

RESIDENTIAL BUSINESS **TRADE ALLIES** ABOUT

TRADE ALLIES FIND A TRADE ALLY BECOME A TRADE ALLY CURRENT TRADE ALLY



Find a Trade Ally

1 I am looking for a contractor or service provider for my:

2 Select the service you need:

3 Enter your zip code to find contractors or service providers near you:

Participating Utilities

Only customers of participating utilities are eligible for Focus on Energy programs and financial incentives.

[See if your utility participates](#)

Contact Us

Do you have questions about Focus on Energy and its programs or your eligibility? We're happy to help.

[Get in touch with us](#)

Current RFP Postings

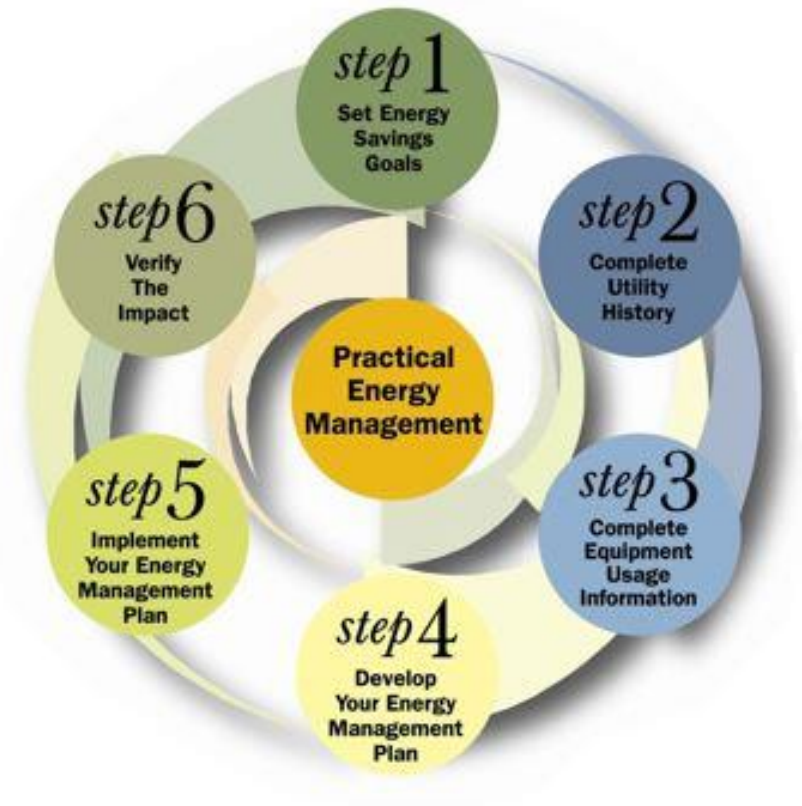
This feed features our latest RFPs for everything from economic and environmental

CUSTOMER SUCCESS STORIES

- Reynolds Transfer & Storage
 - LED lighting and solar PV
- Isthmus Publishing
 - New construction – LED lighting
- Research Products Corporation
 - Poynette site visit July 10, 2015
 - Variable frequency drive
 - Compressed air, loading docks, boiler, lighting

COMMERCIAL PRACTICAL ENERGY MANAGEMENT

- Goal: 15% energy consumption reduction within 3 years.
- A reasonable cost for implementing a program is 2% of your annual energy costs with an expectation of saving 10-15% on your annual energy consumption.



CONTACT FOCUS ON ENERGY

Call: 800.762.7077

E-mail: focusinfo@focusonenergy.com

Visit: www.focusonenergy.com



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