

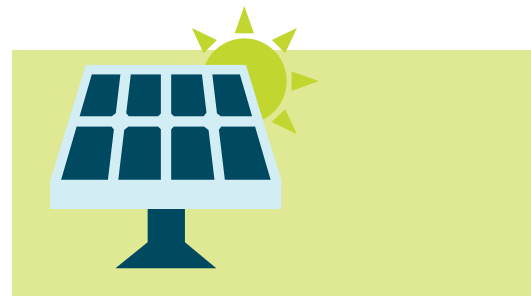


# Renewable Energy

HOME PERFORMANCE PROGRAM

## Reach next-level savings

If you've already put in the work to make your home or business as energy efficient as possible, now is the perfect time to take an even more rewarding step. Follow the Renewable Energy path and receive **Focus on Energy** cash incentives for qualified solar electric and geothermal installations.



## KNOW YOUR RENEWABLE ENERGY OPTIONS

### SOLAR ELECTRIC

Solar electric systems, also known as photovoltaic (PV) systems, use sunlight to generate electricity. To capture sunlight, solar panels, or modules, are strategically placed on roofs or ground mounted to maximize exposure to the sun. Systems are silent, very reliable, and require little ongoing maintenance.

And yes—Wisconsin really does get enough sun, even in winter, to produce energy and reduce electricity bills for your home or business!

### GEOHERMAL

Geothermal systems use the earth's temperature to produce reliable and cost-effective energy for heating, cooling, and water heating. Even with Wisconsin's extreme climate, temperatures remain constant a few feet below the ground's surface. Geothermal systems exchange constant below-ground heat with fluctuating indoor, above-ground temperatures. When combined with a large loop field or well, this results in significantly greater efficiency than traditional heating systems.

Geothermal heat pump systems are sometimes referred to as earth coupled, ground source, or water source, but they all refer to the same type of renewable energy.

### YOUR BENEFITS

- Lower energy bills
- Greater energy independence
- Financial incentives
- Technical support

## RENEWABLE ENERGY INCENTIVES

RENEWABLE PROJECT	INCENTIVE
Solar electric (PV) system	
Residential 1–3 units (owner-occupied or rental)	12% of installed cost, not to exceed \$2,000*
Business Any property outside of a 1–3 unit home	12% of installed cost, not to exceed \$4,000*
Geothermal heat pump system	
Residential or Business	\$650

\*Maximum incentive amounts based on system cost averages from the previous 12 months and will be updated every six months.

**Note:** Work with a Focus on Energy Trade Ally contractor to ensure the system you install qualifies for program incentives. Complete system requirements and eligibility guidelines are available at [focusonenergy.com/renewable](http://focusonenergy.com/renewable). Trade Ally contractors are independent contractors who you will contract directly with. Focus on Energy does not warranty or guarantee the delivery of services of your chosen Trade Ally contractor.

## HOW TO PARTICIPATE

- 1 Contact a Trade Ally contractor. They will help you size a renewable system that's right for your home or business, estimate energy savings, calculate your incentive, and provide a quote. Find your Trade Ally contractor at [focusonenergy.com/findatradeally](http://focusonenergy.com/findatradeally).
- 2 Visit [focusonenergy.com/renewable](http://focusonenergy.com/renewable) to confirm 2018 incentive funds are still available, then submit a reservation application along with your proposal documenting a \$500 installation down payment has been made.
- 3 Have your Trade Ally contractor complete the system installation within three months of receiving approval on your reservation application. Systems not placed in operation within three months will lose their incentive reservation.
- 4 After your system has been installed, submit your incentive application before your reservation's expiration date.

## EFFICIENCY FIRST

To optimize energy savings and correctly size your renewable energy system, **Focus on Energy** recommends that you maximize the efficiency of your home or business before installing a renewable system. Consider starting with an energy assessment or save on efficiency improvements such as new heating and cooling equipment or insulation and air sealing. Learn more at [focusonenergy.com](http://focusonenergy.com).

**LEARN MORE AT [FOCUSONENERGY.COM/RENEWABLE](http://FOCUSONENERGY.COM/RENEWABLE) OR CALL 855.339.8866.**

## REDUCING ENERGY WASTE ACROSS WISCONSIN

Incentives are subject to change. 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.

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Partnering with Wisconsin utilities

