

# EFFICIENCY IMPROVEMENT INCENTIVES

- ENERGY EFFICIENCY
- INDUSTRIAL SERVICES
- RENEWABLE ENERGY
- FOCUS ON ENERGY

Most businesses have the opportunity to lower their energy costs and increase facility comfort or productivity through energy efficiency measures. However, not all have the resources to make these improvements a reality.

We can help you arrange for cash incentives that will enable your business to invest in efficiency improvements. A number of incentive options are available, making it easier and more economical for you to achieve your energy efficiency goals.

## OVERVIEW

Efficiency Improvement Incentives help your business implement cost-effective energy efficiency projects that otherwise would not be completed, or help you complete a project sooner than you would have without assistance.

Qualifying projects will receive incentive payments based on the technology and amount of on-peak demand and energy they reduce. The incentives are distributed upon verification of project completion.

## AVAILABLE INCENTIVES

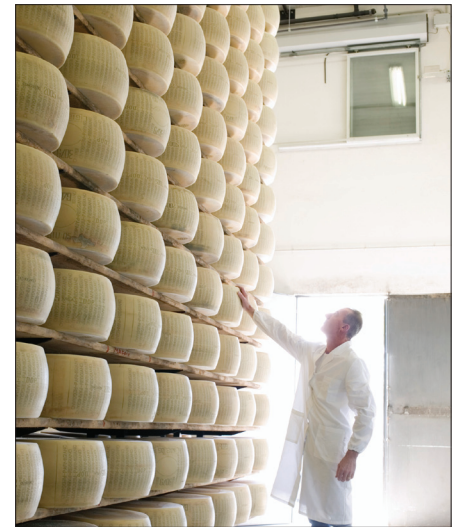
Study grants and project implementation incentives are available to help customers identify and install cost-effective energy efficiency projects that otherwise would not be completed, or to complete projects sooner than scheduled.

Prescriptive incentives for projects will be available on proven technologies that effectively reduce demand and energy use for customers. Prescriptive incentive amounts for each technology are based on typical energy savings from similar installations. These incentives will be used for many qualifying measures.

Custom-prepared incentives for projects are determined based on a calculation of utility peak demand reduction, energy savings and customer payback for the specific proposed project. Customized incentives are used where prescriptive incentives are not practical.

Study grants are available to support professional studies that identify energy efficiency projects or analyze feasibility.

Project incentives, prescriptive and custom, will be capped at \$40,000 per project and \$100,000 annually per customer. Technical study grants will be capped at 50 percent of the invoiced study cost, up to \$10,000 per project.



Your local utility can help you arrange for cash incentives that will enable your business to lower energy costs and increase facility comfort or productivity.

## ■ ENERGY EFFICIENCY

### HOW TO GET STARTED

Contact us whenever you are considering adding or replacing electrical equipment or making an energy efficiency improvement. We will work closely with you to identify eligible projects, assist with estimating project demand and energy impacts, and complete our Efficiency Improvement Incentive application.

To apply for a project incentive, customers should first submit to us all project plans for preliminary review. If the project plans demonstrate that electrical energy will be saved and/or demand will be reduced within a reasonable payback period, we will issue a pre-approval form, stating the reserved incentive amount, for signature by an authorized representative from the customer facility. (Pre-approval is required for all custom incentives, as well as study grants.)

To qualify for a prescriptive incentive through Focus on Energy, the appropriate incentive form(s) must be completed and submitted once the equipment is operational. Focus on Energy programs are open to Wisconsin customers only; contact Focus on Energy for more information.

### CUSTOMER ELIGIBILITY

- All customers with a peak demand greater than 200 kilowatts (kW) and all public and private school facilities are eligible for funding through WPPI Energy.
- Customers with less than 200 kW peak demand may be eligible for funding opportunities through the local utility. Funding levels and guidelines will vary.

### PROJECT ELIGIBILITY

- Eligible projects include any new electrical energy-saving or demand-reducing measure that will result in lasting impacts for the facility, the utility and WPPI Energy and that meet minimum efficiency requirements set by the program. Previously installed or retrofitted measures do not qualify.
- Where applicable, Focus on Energy prescriptive programs will be utilized first. For utility customers outside of Wisconsin, the Focus on Energy prescriptive amounts shall be used as a guide when providing incentives.

### QUALIFYING MEASURES

- To qualify, measures must meet minimum efficiency requirements. Eligible measures include, but are not limited to:
  - Lighting
  - HVAC
  - Motors and drives
  - Compressed air systems
  - Electric chillers
  - Food service measures
  - Agricultural process equipment
  - Specialty measures (e.g., anti-condensate heater controls, LED refrigerated case lighting, guest room energy management controls, PC network management, vending machine control)
  - Energy efficiency studies

Your local utility is a member of WPPI Energy, a regional power company serving 51 customer-owned electric utilities. Through WPPI Energy, these public power utilities share resources and own generation facilities to provide reliable, affordable electricity to more than 192,000 homes and businesses in Wisconsin, Upper Michigan and Iowa.