



# 2023 FOCUS ON ENERGY RESIDENTIAL OFFERINGS

Brady Steigauf– Community Liaison Manager



# AGENDA



- How does energy efficiency relate to sustainability?
- How can Focus on Energy advance sustainability in Stoughton?
  - Focus on Energy Resources
  - Focus on Energy Residential Programs & Incentives

HOW DOES ENERGY  
EFFICIENCY RELATE TO  
SUSTAINABILITY?



**focus on energy**<sup>®</sup>

Partnering with Wisconsin utilities

**WASTE**

**NOT**

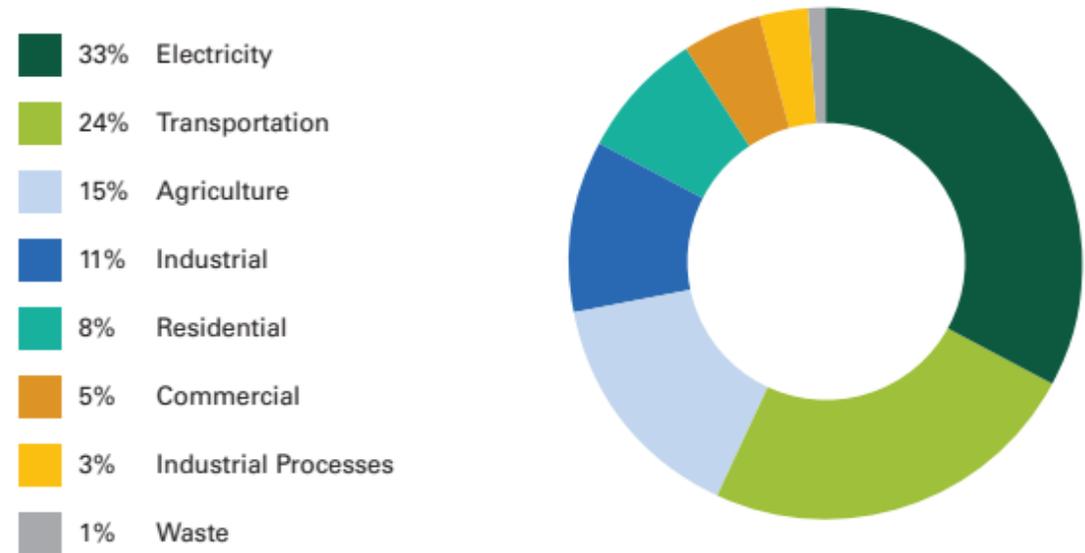
**WANT**

**NOT.**

# WISCONSIN GHG EMISSIONS BY SECTOR

- Electricity is the largest source of emissions in WI
- Residential, commercial, and industrial sectors include buildings heated by natural gas
- Any energy we save in our buildings reduces GHG emissions

2017 WISCONSIN EMISSIONS  
BY SECTOR

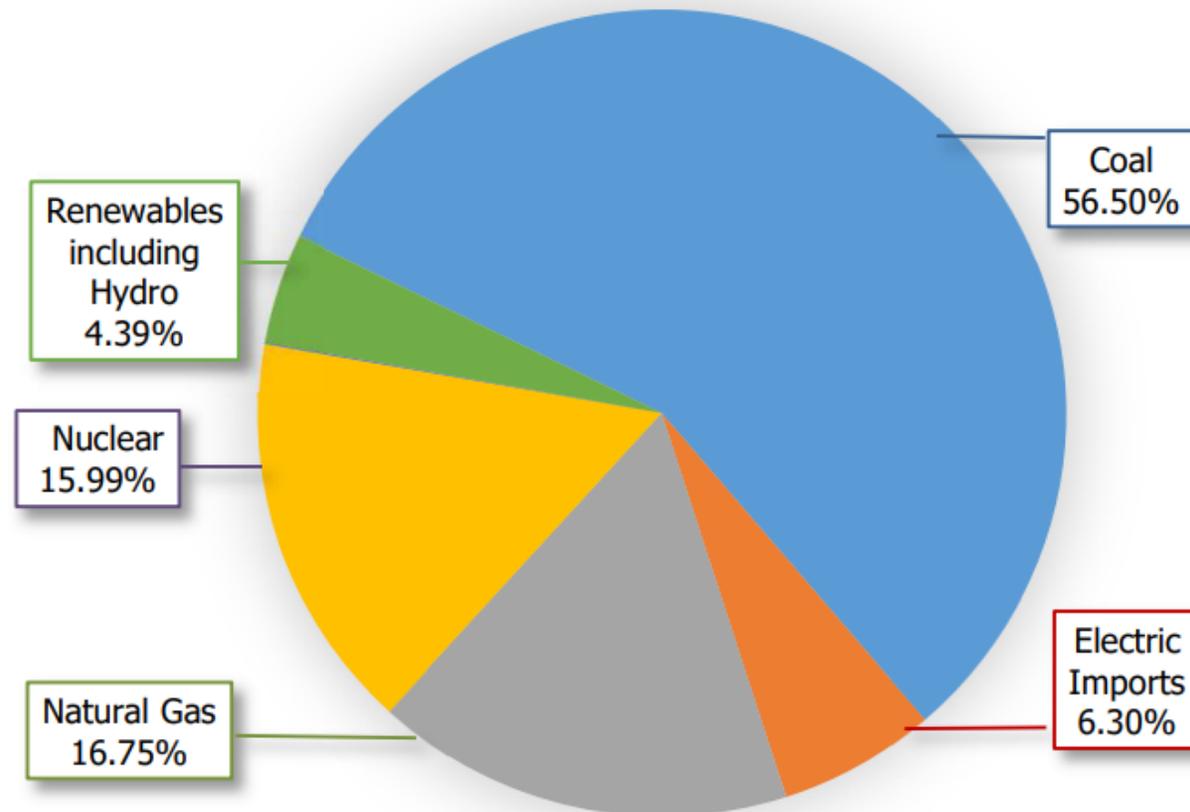


Source: [2020 Governor's Task Force on Climate Change Report](#)

# WI ELECTRIC GENERATION SOURCES, 2017

## By Source

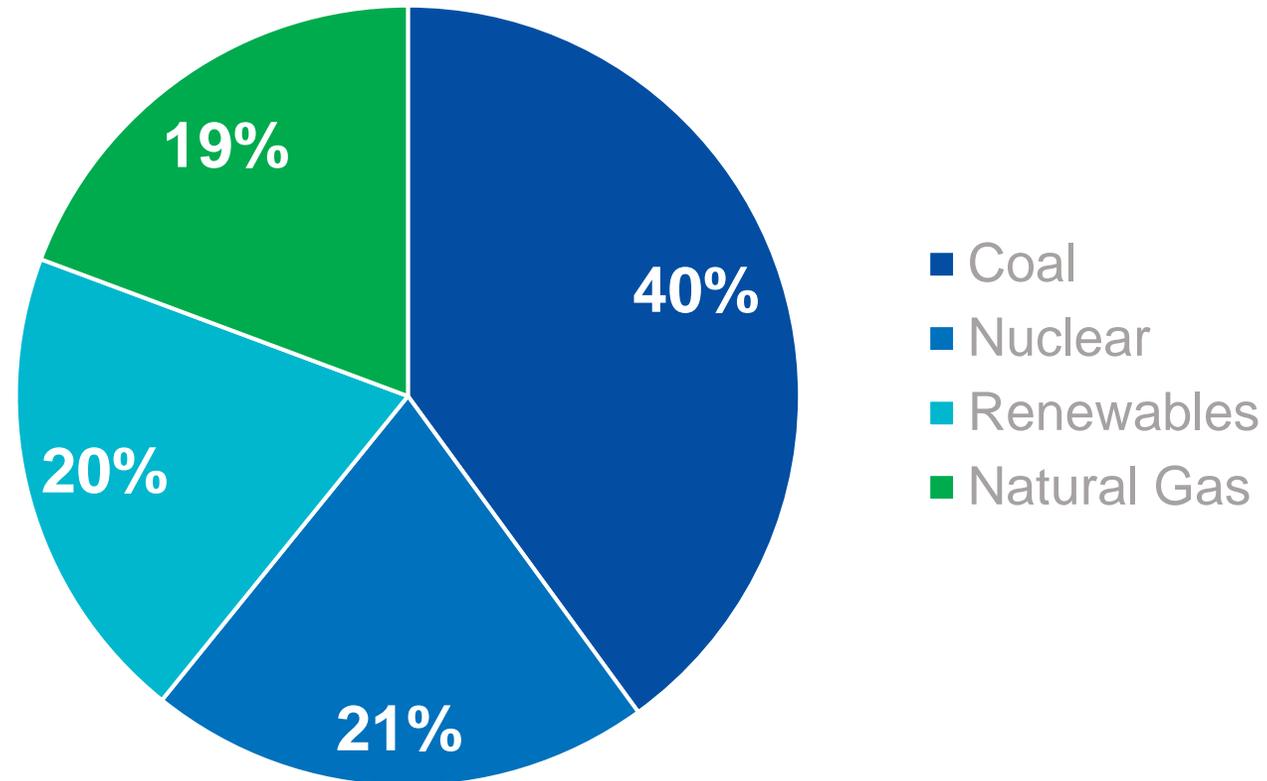
Energy Use for Electricity Generation, 2017: 651.83 tBtu



# WHERE DOES STOUGHTON'S ELECTRICITY COME FROM?



2022 WPPI Power Supply Mix

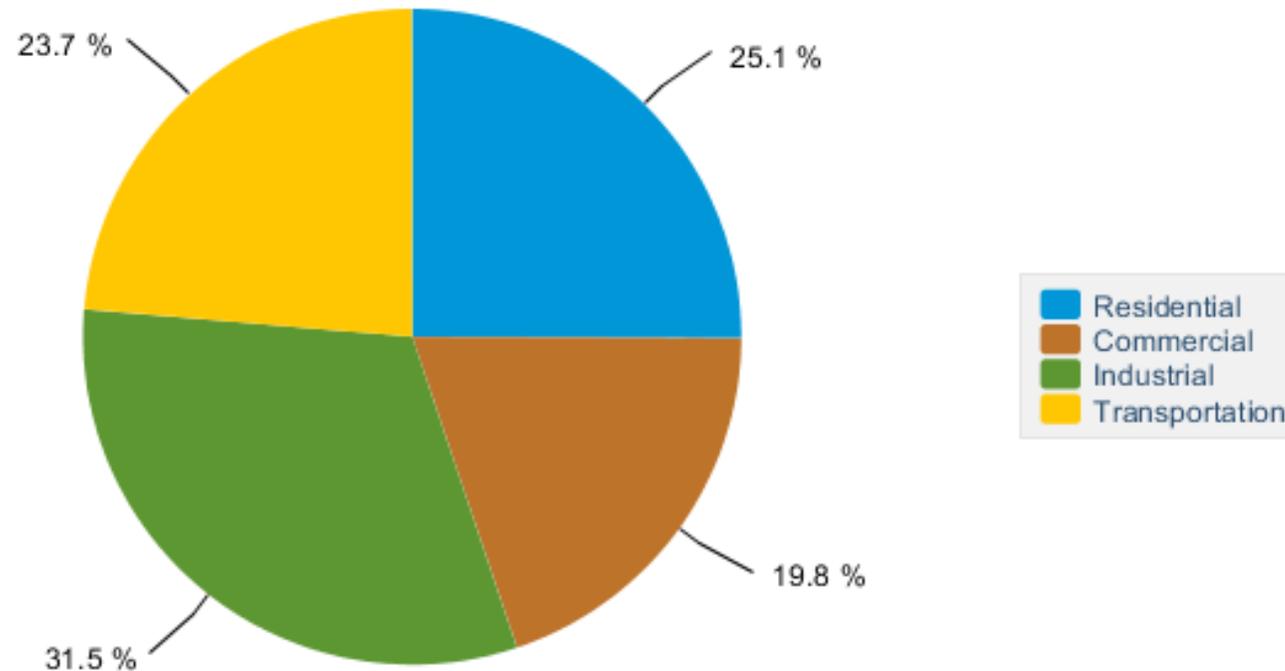


\*Choose Renewable is available to customers through Stoughton Utilities

# WISCONSIN ENERGY CONSUMPTION BY SECTOR



Wisconsin Energy Consumption by End-Use Sector, 2020

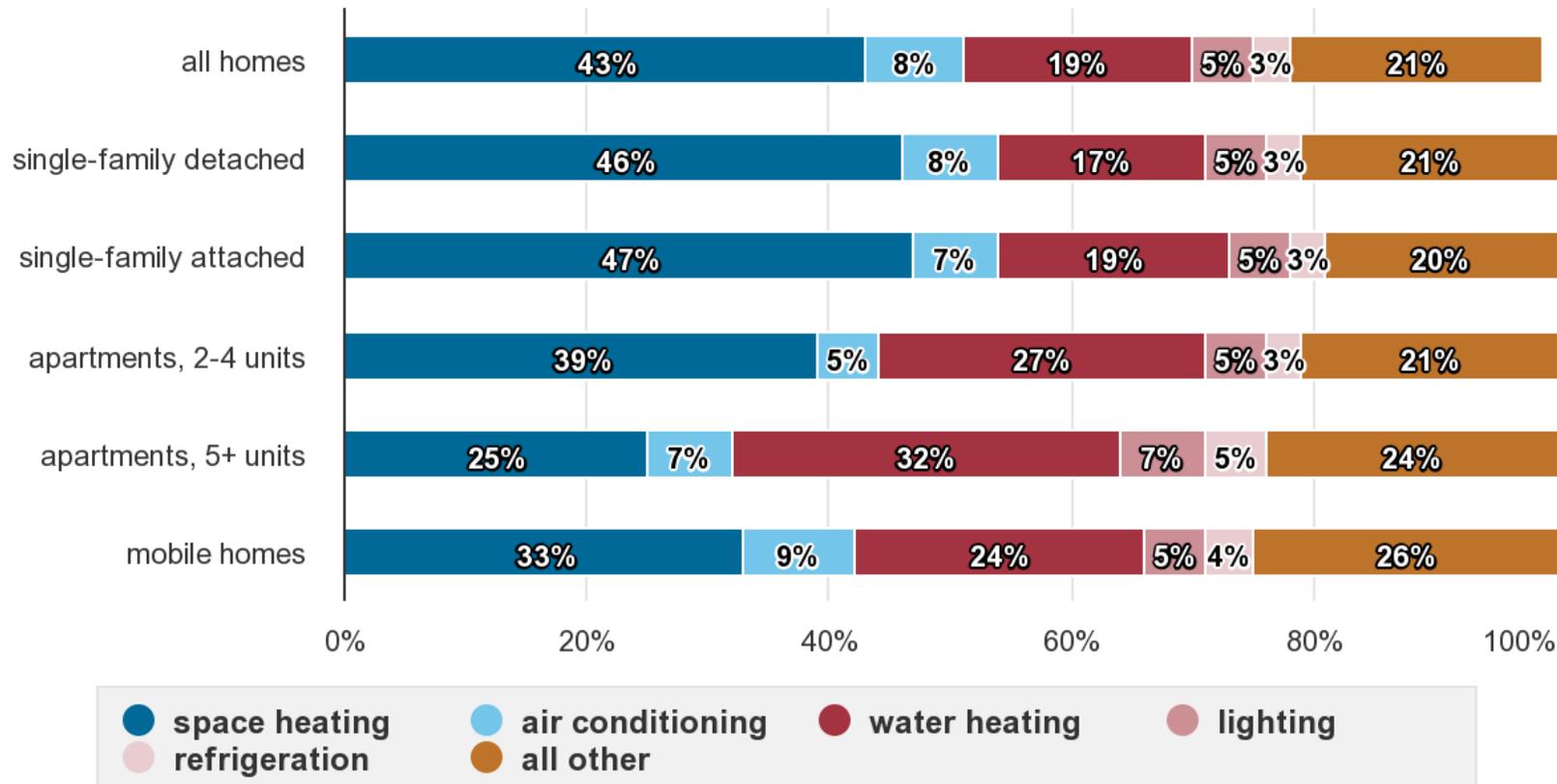


Source: Energy Information Administration, State Energy Data System

# ENERGY USE BY END-USE: US HOMES



End-use consumption shares by types of U.S. homes, 2015



## Main Takeaway:

The biggest impact for your energy bills and the planet can be made by reducing heating and cooling energy used for your home and your water heater.

Data source: U.S. Energy Information Administration, 2015 Residential Energy Consumption Survey

Note: Shares are a percentage of annual site energy consumption. Site energy consumption excludes the losses in electricity generation and delivery.



# HOW CAN FOCUS ON ENERGY SUPPORT YOUR SUSTAINABILITY GOALS?



**focus on energy**<sup>®</sup>

Partnering with Wisconsin utilities



# WHAT IS FOCUS ON ENERGY®?



- Wisconsin utilities' statewide program for energy efficiency and renewable energy
- 107 partnering utilities
- Utility ratepayer funded
- Provides financial incentives, education, information, and other resources to encourage participation that leads to increased energy savings and reduced utility bills

# RESOURCES



**focus on energy**<sup>®</sup>

Partnering with Wisconsin utilities



# WEBSITE



New Blog Post: Three Types of Insulation, Which Is Best for Your Home? >>

[About](#) [News](#) [Events & Training](#) [Trade Ally Pages](#) [Contact](#) [Español](#)



[Products](#) ▾

[Services](#) ▾

[Rebates & Incentives](#) ▾

[Renewables](#) ▾

[Resources](#) ▾

[Get Started](#)



Focus on Energy empowers the people and



## Recent Blogs



Residential

### Protecting Your Home from Moisture

Moisture in your home, like the condensation on your windows, leads to all kinds of issues, health issues as well as...



Simple Energy Efficiency

### Keeping the Extreme Winter Cold Out of Your Home

Here are six simple actions you can take RIGHT NOW to keep the chill out during Wisconsin's frigid winters.



Solar Energy

### Going Solar in Wisconsin

Each year, we see more Wisconsin rooftops with solar panels. Going solar is a great way for homeowners to lock in a low...



Residential

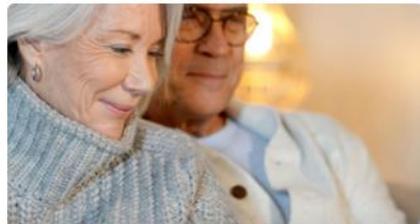
### Three Types of Insulation, Which Is Best for Your Home?

If your home is very cold in the winter or overly hot during the summer, upgrade your insulation. There are several...



Simple Energy Efficiency

### Stop the Cold Drafts with Proper Insulation and Air Sealing



Residential

### Focus on Home Safety: Portable Space Heaters



Residential

### Focus on Home Safety: Advanced Power Strips



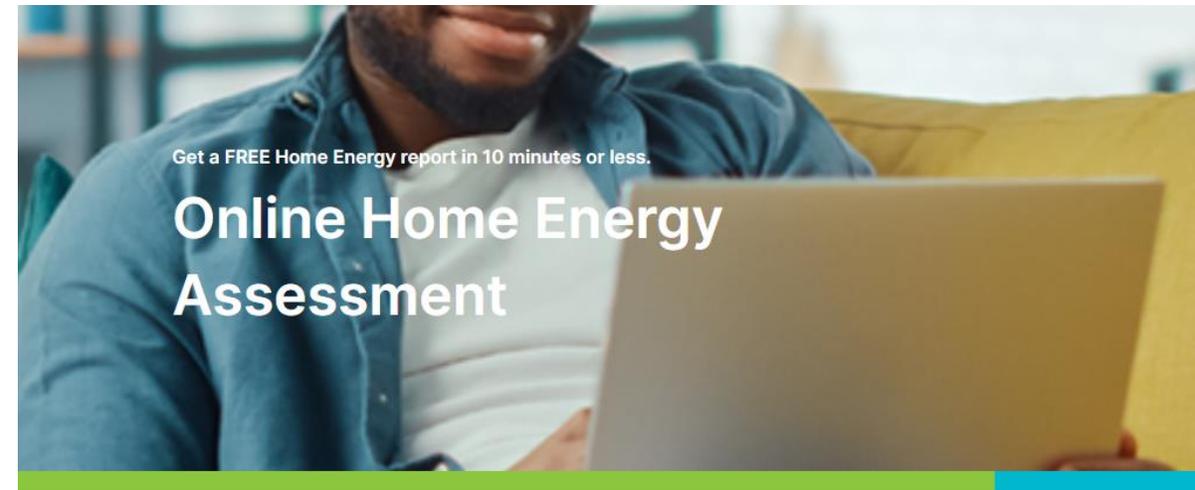
Residential

### Ghost(ing) In Your Home - The Spooky Signs and Simple Solutions

# FREE ONLINE HOME ASSESSMENT TOOL



- Not as good as a professional, in-person home assessment, but an easy place to start
- <https://focusonenergy.com/home-assessment>





# RESIDENTIAL PROGRAMS & INCENTIVES



**focus on energy**<sup>®</sup>

Partnering with Wisconsin utilities



# RESIDENTIAL – INSULATION & AIR SEALING



**focus on energy**<sup>®</sup>

Partnering with Wisconsin utilities



# INSULATION & AIR SEALING



- Step 1: Consider an Energy Assessment
  - Cost: ~\$300 - \$600
  - Benefits: Calculated energy savings for your home, contractor quotes, + higher Focus on Energy rebates
  - Incentive: Stoughton Utilities offers a bill credit of \$25
- Step 2: Insulation & Air Sealing
  - Cost: ~\$2,000 - \$4,000 for the average home
  - Benefits: A more comfortable home, less noise, lower bills, less pollen and dust, humidity control, and fewer ice dams
  - Incentives: (next slide)

# INSULATION & AIR SEALING INCENTIVES



ENERGY STAR Qualified Air Sealing

Energy assessment required\*

*Rebates effective for improvements made on or after January 1, 2023.*



Insulation and Air Sealing Single-Family Home (1-3 units)	Standard	Income-Qualified
ENERGY STAR Qualified Air Sealing Energy assessment required*	\$675	\$1,125
Attic Insulation	\$525	\$675
Foundation Insulation*	\$150	\$225
Wall Insulation	\$450	\$450
Duct Sealing & Insulation*	\$75	\$75
DIY Attic Insulation & Air Sealing	\$200	\$200

**Potential Tax Credit!** According to Rewiring America, insulation and air sealing may make you eligible for \$1,200 in tax credits under 25C with an additional \$150 tax credit for your energy audit.

Source: [Weatherization — Rewiring America](#)

# HEATING & COOLING EQUIPMENT



**focus on energy**<sup>®</sup>

Partnering with Wisconsin utilities



# HEATING AND COOLING



- Efficient equipment typically consumes 10—30% less fuel, is quieter, and maintains more consistent temperatures in the home.
- When should you upgrade?
  - Your heating and cooling equipment is unreliable, inefficient, or over 15 years old.
  - You've noticed excessive blower noises, or sporadic pops, bangs, or rattles from your furnace.
  - Your energy bills have gone up.
  - Your home is cold and uncomfortable.
- Things to consider:
  - Do both your AC and furnace need replacement?
  - Do you want to stick with natural gas or switch to a cold climate air source heat pump?

# HEATING & COOLING INCENTIVES



Natural Gas Furnaces	Standard	Income-Qualified
97%+ AFUE Multi-Stage Furnace	\$150	\$550
96% AFUE Furnace	\$100	\$450
95% AFUE Furnace	\$50	\$350
ECM Blower Fan Replacement <i>Must replace existing PSC motor</i>	\$25	\$25

\*Also offer incentives for multifamily-only equipment and natural gas boilers.

<https://focusonenergy.com/residential/heating-and-cooling>

# HEATING & COOLING INCENTIVES



## Heat Pumps

## Standard

Cold Climate Air Source Heat Pump, with Natural Gas service to the home

*Minimum requirements:*

*Ducted (15.2 SEER2 / 10.0 EER2 / 8.1 HSPF2 / 1.75 COP at 5 degrees)*

*Ductless (16.0 SEER2 / 9.0 EER2 / 9.5 HSPF2 / 1.75 COP at 5 degrees)*

\$1300

Cold Climate Air Source Heat Pump, no Natural Gas Service to the home

*Minimum requirements:*

*Ducted (15.2 SEER2 / 10.0 EER2 / 8.1 HSPF2 / 1.75 COP at 5 degrees)*

*Ductless (16.0 SEER2 / 9.0 EER2 / 9.5 HSPF2 / 1.75 COP at 5 degrees)*

\$500

Air Source Heat Pump, with Natural Gas service to the home

*Minimum requirements:*

*Ducted (15.2 SEER2 / 10.0 EER2 / 8.1 HSPF2)*

*Ductless (16.0 SEER2 / 9.0 EER2 / 9.5 HSPF2)*

\$1000

Air Source Heat Pump, no Natural Gas service to the home

*Minimum requirements:*

*Ducted (15.2 SEER2 / 10.0 EER2 / 8.1 HSPF2)*

*Ductless (16.0 SEER2 / 9.0 EER2 / 9.5 HSPF2)*

\$400

Certified Geothermal Heat Pump, with Natural Gas service to the home

\$1000

Certified Geothermal Heat Pump, no Natural Gas service to the home

\$750

# WHAT IS A HEAT PUMP?

- Example: Your refrigerator is a heat pump
- Heat pumps can also heat/cool your home
- There are several types: cold climate (up to  $-10^{\circ}\text{F}$ ), air source ducted and ductless, and geothermal
- By transferring heat rather than producing new heat, they are 2.5 to 4.5 times more efficient than other heating and cooling system options.



# WHEN DO HEAT PUMPS WORK WELL?



- Heat pumps could be a good fit for you if:
  - You have propane or electric resistance heat.
  - You don't have AC but would like it or you need to replace your AC unit.
  - Both your furnace and AC need replacing at the same time, and you value going electric.
  - You have solar panels already, so your electric bills are low.



**Potential Tax Credit!** According to Rewiring America, 25C provides households a 30 percent tax credit for heat pumps and heat pump water heaters, capped at \$2,000 per year.

25C also includes a 30 percent tax credit up to \$600 for an electrical panel upgrade, when in conjunction with another upgrade covered by 25C (like a heat pump). Source: [Weatherization — Rewiring America](#)

# WATER HEATING



**focus on energy**<sup>®</sup>

Partnering with Wisconsin utilities



# WATER HEATERS 101



- Heating water accounts for 18% of home energy use on average – more than a refrigerator, dishwasher, clothes washer, and dryer combined.
- Focus on Energy offers incentives for 3 types of water heaters

Effective January 1, 2023

Water Heaters	Discount
ENERGY STAR® Natural Gas Storage Water Heater	\$30
ENERGY STAR® Tankless "On-Demand" Water Heater	\$120
ENERGY STAR® Electric Heat Pump Water Heater	\$300

Note: Work with your Trade Ally contractor to ensure the equipment you install qualifies for Focus on Energy discount. 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.

# BENEFITS OF GOING EFFICIENT

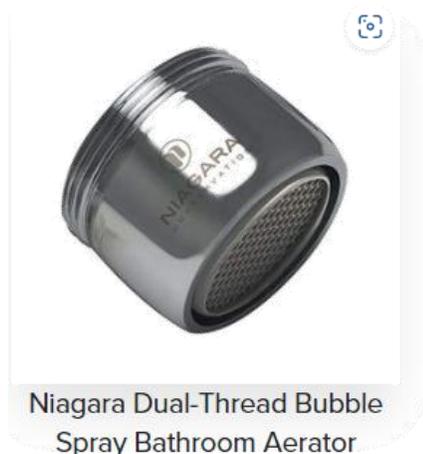


- Natural gas storage tank water heaters
  - ENERGY STAR® storage models even use 9% less energy compared to standard natural gas storage water heaters.
- Natural gas tankless water heaters
  - It's important to get the right size, but since these super heat water only as needed they can be up to 34% more efficient.
- Electric heat pump water heater
  - Use less than half the energy of standard electric storage water heater and could save a four-person household \$330 per year in energy costs. Larger families may save even more!
- **Potential Tax Credit!** According to Rewiring America, heat pump water heaters are eligible for the same 25C tax credit of 30% capped at \$2,000 per year.

# OTHER WAYS TO SAVE ON HOT WATER



- Using less of it! There are several products on Focus on Energy's Online Marketplace to help you save money on water – and the energy used to heat it.



Niagara Dual-Thread Bubble Spray Bathroom Aerator

Final price after **Focus on Energy** instant rebate:

~~\$1.25~~ \$0.75



Evolve Multifunction Showerhead

Final price after **Focus on Energy** instant rebate:

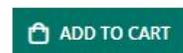
~~\$6.00~~ \$4.00



Niagara Dual Spray Swivel with Pause Valve Sink Faucet Aerator

Final price after **Focus on Energy** instant rebate:

~~\$5.00~~ \$4.00



Evolve Multifunction Handheld Showerhead

Final price after **Focus on Energy** instant rebate:

~~\$15.00~~ \$12.00



# SMART THERMOSTATS



**focus on energy**<sup>®</sup>

Partnering with Wisconsin utilities



# SMART THERMOSTATS



- Can save up to 10% on energy bills annually
  - Allows you to manage temperature remotely
  - Allows you to program it with time-of-use rates for deeper savings
  - Some can learn to use energy when the grid is cleaner
- Focus on Energy offers \$50 off qualifying smart thermostats, and Stoughton Utilities offers a \$25 bill credit.



ecobee Smart Thermostat Enhanced

Final price after the **Focus on Energy** \$50 instant rebate

~~\$189.99~~ **\$139.99**

ADD TO CART



Google Nest Thermostat-Snow

Final price after the **Focus on Energy** \$50 instant rebate

~~\$129.99~~ **\$79.99**

ADD TO CART

# FREE ENERGY SAVING PACKS & ONLINE MARKETPLACE



**focus on energy**<sup>®</sup>

Partnering with Wisconsin utilities



# FREE ENERGY SAVING PACKS



- Limit of one free pack per eligible household per year.  
<https://focusonenergymarketplace.com/free/>



Focus on Showers

\$0.00

ADD TO CART



Focus on Baths

\$0.00

ADD TO CART



Focus on Comfort

\$0.00

ADD TO CART



Focus on Electronics

\$0.00

ADD TO CART

# ONLINE MARKETPLACE



- [focusenergymarketplace.com](https://focusenergymarketplace.com) offers LED lights, smart thermostats, water savers, ENERGY STAR air filters, and advanced power strips

 <p>6 Pack - 60w Equivalent A19 Filament-Style 15,000-hour Dimmable LED Light Bulb</p> <p><b>\$30.00</b></p> <p>ADD TO CART</p>	 <p>Smart A19 LED</p> <p><b>\$11.99</b></p> <p>ADD TO CART</p>	 <p>Embertec Emberstrip® 8AV+</p> <p>Final price after Focus on Energy instant rebate: <del>\$79.99</del> <b>\$30.00</b></p> <p>ADD TO CART</p>	 <p>Kasa Smart Wi-Fi Plug Slim with Energy Monitoring</p> <p><b>\$22.99</b></p> <p>ADD TO CART</p>	 <p>Honeywell True HEPA Tabletop Air Purifier</p> <p>Final price after the Focus on Energy \$15 instant rebate: <del>\$76.99</del> <b>\$61.99</b></p> <p>ADD TO CART</p>	 <p>Winix A230 True HEPA Filter Air Purifier</p> <p>Final price after the Focus on Energy \$20 instant rebate: <del>\$119.99</del> <b>\$99.99</b></p> <p>ADD TO CART</p>	 <p>Winix AM90 Room Air Purifier</p> <p>Final price after the Focus on Energy \$25 instant rebate: <del>\$219.99</del> <b>\$194.99</b></p> <p>ADD TO CART</p>
---	--	--	--	--	--	---

# SOLAR REWARDS



**focus on energy**<sup>®</sup>

Partnering with Wisconsin utilities



# RESIDENTIAL RENEWABLE INCENTIVES



- Focus on Energy offers financial rebates to offset solar installation costs for your home:
  - Residential customers can receive up to \$500.

**Potential Tax Credit!** According to Rewiring America, 25D provides households an uncapped 30 percent tax credit for rooftop solar. In 2022, an average 6kW rooftop solar installation costs is \$15,300, thus the average tax credit will be around \$4,600.



# CONTACT INFORMATION

Brady Steigauf

Community Liaison Manager

[Brady.steigauf@focusonenergy.com](mailto:Brady.steigauf@focusonenergy.com)