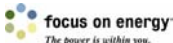


Focus on Energy
Wisconsin's Renewable Energy Program

What's New Under the Sun?


Don Wichert
Director

October 18, 2007



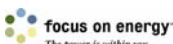
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What is It?

- Statewide energy efficiency and renewable energy program funded through gas and electric utility bills
- Started through legislation in 1999
- Expanded and strengthened in 2007
- Available to all major utility customers and many municipal and some coop utilities

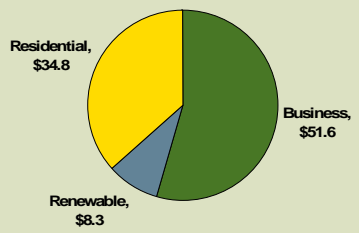


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What do we do?

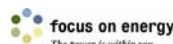
- Help simplify the renewable energy process by providing information, education, training, technical assistance and financing for eligible customers
- Assists renewable energy businesses get started or expand through marketing, lead sharing and business grants



Current Focus on Energy Budget
\$94.7 million for 18 months

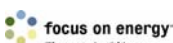


Category	Amount
Residential	\$34.8
Business	\$51.6
Renewable	\$8.3



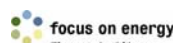
Focus on Energy
Renewable Energy Markets

- Solar Electric
 - Residential
 - Non residential
- Solar Water Heating
 - Residential
 - Non residential
- Customer owned wind
- Biogas digesters
- Biomass combustion



Focus on Energy
Solar Development Strategy

- Inform and educate consumers
 - 800-762-7077, focusonenergy.com, information fact sheets, site assessments, workshops, events
- Develop a professional supply chain
 - MREA & WTSC training, business grants, equipment & installation certification, supplier lists
- Assist in reducing other barriers
 - Insurance, interconnection, codes, covenants, prices
- Provide incentives to kick start market

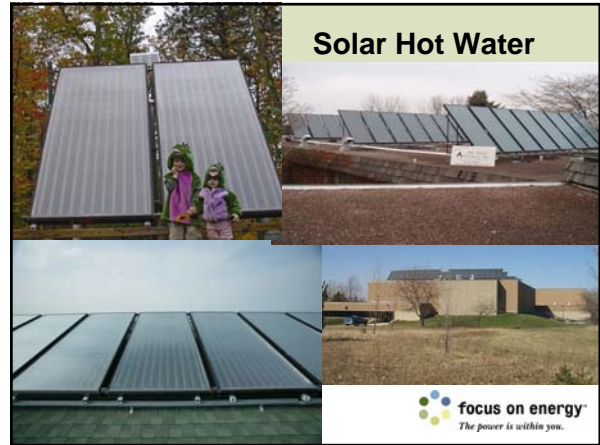
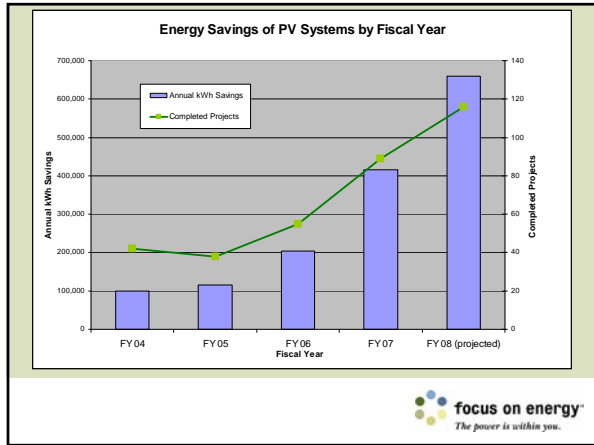




**Focus on Energy
Solar Electric Incentives**

- Based on expected AC electricity production
- Up to 25% of installed cost
- NABCEP certified & "NABCEP in process" installers
- 0.5-20 kW
 - \$1.5 per expected kWh up to \$35,000
- 20 kW to 50 kW
 - \$1.0 per expected kWh up to \$50,000
- More for non profits: \$0.50 extra per kWh up to 35%

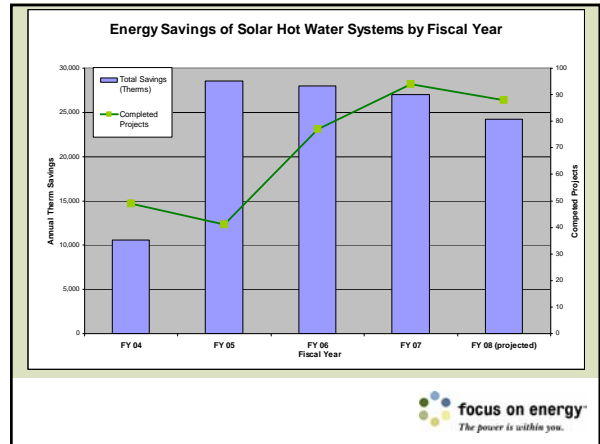
focus on energy
The power is within you.



**Focus on Energy
Solar Hot Water Incentives**

- Based on expected therm savings
- Up to 25% of installed cost up to \$50,000
- Installers on Full Service Installer list
- Panels rated by SRCC
- Incentives are on a sliding scale
 - Up to 250 therms: \$17 per therm (up \$2,500)
 - 250-1000 therms: \$12 per therm
 - 1000-5000 therms: \$10 per therm
 - Over 5,000 therms: \$8 per therm
- More for non profits: \$3 extra per therm up to 35%

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The power is within you.



Special Solar Projects

- \$500 bonus for pre efficiency improvements
- Marketing targets
 - Previous Focus participants
 - Health care industry
 - Athletic facilities
 - Hospitality industry
 - Municipal fire stations
- Solar panel testing
 - UW-Madison Solar Energy Lab and MATC-Madison
- Clean Energy States Alliance Studies
 - Property value, extended and transferable warranties
- MadiSUN Solar City Pilot



Conclusions

- Focus on Energy
 - Simplifies the process for customers in purchasing high quality solar energy systems
 - Helps new businesses and existing businesses grow
 - Services and incentives have been expanded in 2007
- The future is bright and we are only at the beginning

