



November 11, 2011

Via e-mail



**Residential Program Update**

Trade Ally team:

Focus on Energy has exciting changes in store for 2012! Starting soon, Focus on Energy will have expanded offerings to better serve our residential customers and achieve cost-effective energy savings.

Below is some information on the new programs for the next year. This is the first of many communications to come and more details will be available in the coming weeks. Make sure you receive updates on the programs you participate in, please register your email and contact information [here](#).

**Prescriptive Incentive Program**  
Focus on Energy will provide incentives for energy efficient household equipment. This program will build on the success of previous Focus on Energy offerings while continuing to work with trade allies to better serve residential customers. New information about qualifying products and services, incentive levels, and participation requirements effective January 1, 2012 will be provided in the next few weeks.

**Home Performance with ENERGY STAR ®**  
The current program model will continue through March 31, 2012 with only slight modifications. This extension of the current program design will allow for a more orderly transition to the new program in April 2012. After that transition period, consultants will be able to perform energy assessments under the new program design, but the program will promote a contractor-driven approach that encourages auditors and contractors to partner together to effectively serve customers. In the coming weeks, a more detailed description of modifications to be effective on January 1, 2012 will be provided. In December, Focus on Energy will be hosting webinars and other meetings to discuss new program design details effective next April, including eligible measures, incentive levels, provision of training and QA/QC.

**Low-Moderate Income Programs**  
Focus on Energy will be offering two different paths for income qualified customers. Beginning in January, increased incentives will be available through the Prescriptive Incentive Program for qualifying customers to receive energy efficient household equipment. In April, Focus on Energy will also offer a comprehensive program for qualifying customers to receive enhanced incentives for building shell improvements.

**Multifamily Energy Savings Program**  
Focus on Energy will continue offering incentives to owners of apartments and condominiums. Beginning in 2012, the new program will offer increased incentives for customers that achieve deeper, more comprehensive energy savings.

**Appliance Recycling Program**  
Focus on Energy will offer cash-back rewards to residential customers who want to recycle their second refrigerators and freezers. This new program will be available to customers beginning in March 2012.

**Upstream Lighting and Appliance Recycling**  
Focus on Energy will continue to partner with retailers and manufacturers around Wisconsin to offer instant discounts and mail-in coupons for ENERGY STAR qualified products such as compact fluorescent lights (CFLs), clothes washers and more. These offerings will be available at participating retail locations on January 1, 2012.

Focus on Energy thanks you for continuing to promote energy efficiency and renewable energy solutions to your customers. Information and application forms for program available now can be found at [Focus on Energy](#).

Please send any questions on current or new residential program offerings to: [focusinfo@focusonenergy.com](mailto:focusinfo@focusonenergy.com)