

# 2026 FOCUS ON ENERGY® ENERGY DESIGN ASSISTANCE + IRA HOMES & HEAR PROGRAMS

Dylan Crye, IRA Programs Manager

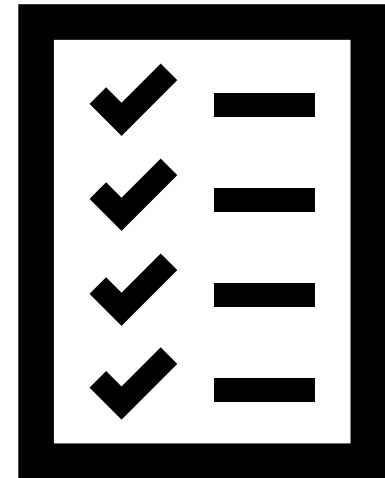
03/17/2026



# TOPICS COVERED TODAY



- Focus on Energy background.
- Energy Design Assistance (EDA).
  - Including 2026 Income Qualified Housing offering.
- IRA Home Energy Rebate Programs.
  - Income Qualification.
  - HOMES Program.
  - HEAR Program.
  - Find a Registered Contractor.



# FOCUS ON ENERGY



Wisconsin utilities' statewide energy efficiency and renewable energy program.

- Help Wisconsin residents and businesses manage rising energy costs.
- Provide education, information, and incentives.
- Promote in-state economic development.
- Protect our environment.
- Control Wisconsin's growing demand for electricity and natural gas.

# PROGRAMS FOR BUSINESSES



# WE SERVE ALL BUSINESS TYPES

Helping energy-efficient improvements be more affordable and achievable.



## SMART ENERGY OPTIONS

### Energy Efficiency Technologies

- Refrigeration.
- Process Systems.
- HVAC.
- Lighting.

### Renewable Energy Technologies

- Solar Electric.
- Solar Thermal.
- Biomass & Biogas.
- Wind.
- Hydroelectric.

## SMART ENERGY SERVICES





Our services help single-building and large portfolio holders make energy-efficient decisions to save money and energy.

- Optimize building energy use.
- Assess energy-using systems.
- Retrocommissioning.
- Energy management services.
- New construction and renovations design assistance.

# BUSINESS NEW CONSTRUCTION OFFERINGS AND TIMING



Incentives and technical support available at any step during the design and construction process.

PLANNING AND DESIGN	CONSTRUCTION DOCUMENTS	BIDDING/ ESTIMATING	CONSTRUCTION	MOVE-IN
<p>Optimal Timing</p>  <p>Energy Design Assistance including income-qualified housing consulting</p>	<p>Opportunities Still Available</p>  <p>Energy Design Review</p>		<p>Fewer Opportunities</p>  <p>Rebates and Incentives</p>	<p>Contact Us*</p>  <p>*for opportunities within 60 days of occupancy</p>

Express Energy Design Assistance: Multifamily, Warehouse, and Retail

# MULTIFAMILY NEW CONSTRUCTION ENERGY DESIGN ASSISTANCE



Multifamily property developers receive technical and financial support for energy-efficient design choices made for their buildings.

<https://focusonenergy.com/business/new-construction>



Average participant savings equates to renting an additional **54 units every year.\***

\*based on U.S. Census Average Wisconsin monthly rent of \$867

# INCOME QUALIFIED HOUSING ENERGY DESIGN ASSISTANCE



- Provides early-stage consulting support and predictable incentives to developers of income-qualified housing projects.
- Supports new construction projects that receive affordable housing grants such as LIHTC, HUD, or USDA Rural Housing funds.
- Targets projects where occupants pay no more than 30% of gross income on housing costs or those receiving government subsidies, often including WHEDA funding.
- Additional incentives for design team and per unit payments for property owners.

# INFLATION REDUCTION ACT (IRA) HOME ENERGY REBATES



# IRA HOME ENERGY REBATE PROGRAMS IN WISCONSIN

**In 2022 Inflation Reduction Act (IRA) was signed into law.**

Nearly \$150M awarded to Wisconsin over 10 years for:

- Home Efficiency Rebates (HOMES).
- Home Electrification and Appliance Rebates (HEAR).

Focus on Energy was chosen by the Public Service Commission of Wisconsin to deliver the IRA Home Energy Rebate Programs.



**SCEP**

STATE & COMMUNITY ENERGY PROGRAMS



**PSC**  
of **WISCONSIN**



**focus on energy**<sup>®</sup>

Partnering with Wisconsin utilities

# IRA HOME ENERGY REBATES



	HOMES	HEAR
SAVINGS	<ul style="list-style-type: none"> <li>• <b>Performance-based</b> whole-home rebates.</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Instant discount</b> on invoice or <b>post-purchase rebate</b> with qualified appliances at retail stores.</li> </ul>
UPGRADE TYPE	<ul style="list-style-type: none"> <li>• <b>Not specific</b> to any one technology.</li> <li>• But not all technologies allowed.</li> </ul>	<ul style="list-style-type: none"> <li>• Qualifying <b>electric</b> appliances and home upgrades.</li> </ul>
WHO IS ELIGIBLE?	<ul style="list-style-type: none"> <li>• <b>All Wisconsin residents.</b></li> <li>• Rebates based on predicted savings and household income.</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Low- and moderate-income households</b> (&lt;150% Area Median Income).</li> <li>• New construction is eligible for some upgrades.</li> </ul>
BASIC REQUIREMENTS	<ul style="list-style-type: none"> <li>• <b>Existing homes only.</b></li> <li>• Requires an energy assessment.</li> <li>• Must use an IRA Registered Contractor.</li> </ul>	<ul style="list-style-type: none"> <li>• Most equipment must be <b>purchased and installed by an IRA Registered Contractor.</b></li> <li>• <b>Retail purchases can be self-installed</b>, but recommend using a professional, especially when capping a gas line.</li> </ul>
RETAIL OPTION	No	Yes, for certain equipment.

IRA Rebates **may also be combined** with Focus on Energy rebates and discounts, utility rebates, and the Weatherization Assistance Program.

# CUSTOMER ELIGIBILITY DETERMINES PROGRAM ACCESS



Higher-Income Households

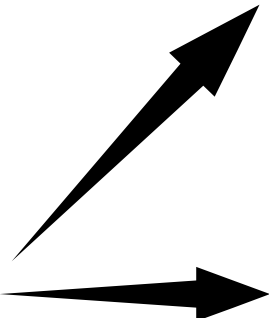


HOMES

HOMES is often best for **whole home projects.**



Qualified Low- and Moderate-Income Households



HEAR

HEAR is great for making **single upgrades.**

# LOW-INCOME QUALIFICATION PATHS



- Whole-building categorical eligibility (orange boxes)
- 50%+ of occupants qualified as low-income
  - Categorical eligibility below or through standard income verification

## Program Enrollment – Recognized State and Federal Programs\*

<input type="checkbox"/> SSI (Supplemental Security Income), not to be confused with SSA (Social Security)	<input type="checkbox"/> Medicaid
<input type="checkbox"/> Supplemental Nutrition Assistance Program (SNAP)	<input type="checkbox"/> Low Income Home Energy Assistance Program (LIHEAP)
<input type="checkbox"/> Weatherization Assistance Program (WAP)**	<input type="checkbox"/> Head Start
<input type="checkbox"/> Special Supplemental Nutrition Program for Women, Infants, and Children (WIC)***	<input type="checkbox"/> Lifeline Support for Affordable Communications (Lifeline)
<input type="checkbox"/> Food Distribution Program on Indian Reservations (FDPIR)	<input type="checkbox"/> National School Lunch Program – Free (NSLP)
<input type="checkbox"/> Housing Improvement Program (HIP)	<input type="checkbox"/> Housing Opportunities for Persons with AIDS (HOPWA)
<input type="checkbox"/> Section 8 Housing	<input type="checkbox"/> Section 202 Housing
<input type="checkbox"/> Section 811 Housing	<input type="checkbox"/> Low Income Housing Tax Credit (LIHTC)
<input type="checkbox"/> Public Housing (housing owned and operated by Public House Authorities)	<input type="checkbox"/> Veterans Rental Assistance Program (VRAP)

# HOME EFFICIENCY REBATES (HOMES)



**focus on energy**<sup>®</sup>

Partnering with Wisconsin utilities



# Qualifying Upgrades



Insulation, Air Sealing, Ventilation, and ENERGY STAR® Windows, Doors, and Skylights

ENERGY STAR Heating and Cooling

ENERGY STAR Water Heating

ENERGY STAR Appliances

# HOMES – MODELED REBATE AMOUNTS



Single-Family Home	Low-Income (<80% AMI)	Moderate-Income (80%-150% AMI)	Higher-Income (>150% AMI)
Project with at least 20% predicted energy savings	100% of project costs, up to \$5,000	50% of project costs, up to \$2,000	50% of project costs, up to \$1,500
Project with at least 35% predicted energy savings	100% of project costs, up to \$10,000	50% of project costs, up to \$4,000	50% of project costs, up to \$3,000

Multifamily Property (2+ units)	>50% of occupied units are Low-Income (<80% AMI)	>50% of occupied units at most Moderate-Income (80%-150% AMI)	Higher-Income (>150% AMI)
Project with at least 20% predicted energy savings	100% of project costs, up to \$5,000 per unit, \$250,000 building max	50% of project costs, up to \$2,000 per unit, \$200,000 building max	50% of project costs, up to \$1,500 per unit, \$200,000 building max
Project with at least 35% predicted energy savings	100% of project costs, up to \$10,000 per unit, \$500,000 building max	50% of project costs, up to \$4,000 per unit, \$400,000 building max	50% of project costs, up to \$3,000 per unit, \$400,000 building max

Assessment cost assistance for low-income customers. \$500/unit paid direct to Assessor, up to \$2,000 per multifamily property.

# HOME ELECTRIFICATION AND APPLIANCE REBATES (HEAR)



# ELIGIBLE EQUIPMENT



## Qualified Appliances:

- ENERGY STAR Heat Pumps for Space Heating.
- ENERGY STAR Heat Pump Water Heaters.
- ENERGY STAR Heat Pump Clothes Dryer.
- ENERGY STAR Electric Cooktop, Stove, Range.

## Qualified Building Materials:

- Electrical Load Service Center.
- Electrical Wiring.
- Insulation, Air Sealing, and Mechanical Ventilation.

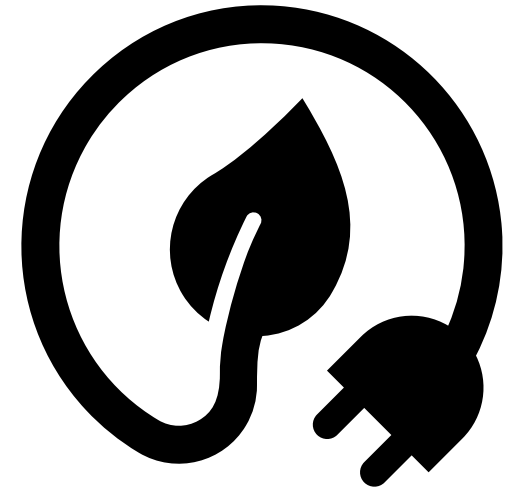


# ELIGIBLE EQUIPMENT

In most cases, qualified appliances must be one of the following:

- A replacement for a non-electric version.
- A first-time purchase of that type of appliance in a home.
- Part of a new construction project.

Some exceptions exist, visit [focusonenergy.com/ira-hear](https://www.focusonenergy.com/ira-hear) for details.



# SINGLE & MULTIFAMILY REBATES



Income Eligibility	Maximum Project Rebate
Households below 80% AMI	100% of project costs up to \$14,000
Households between 80% and 150% AMI	50% of project costs up to \$14,000

Higher income households (>150% AMI) are NOT eligible for this program.

HEAR Upgrade	Rebate Max Per Product Category	Registered Contractor or Store	Eligible for New Construction
ENERGY STAR® electric heat pump water heater	Up to \$1,750	Registered Contractor or Store Purchase	Yes
ENERGY STAR electric heat pump for space heating and cooling	Up to \$8,000	Registered Contractor	Yes
Electrical load service center (electrical panel)	Up to \$4,000	Registered Contractor	No
Electrical Wiring	Up to \$2,500	Registered Contractor	No
ENERGY STAR Insulation, ENERGY STAR ventilation, air sealing	Up to \$1,600	Registered Contractor	No
ENERGY STAR electric heat pump clothes dryer	Up to \$840	Store Purchase	Yes
ENERGY STAR electric stove, ENERGY STAR cooktop, ENERGY STAR range*	Up to \$840	Store Purchase	Yes

\*Rebates are available only when upgrading from a non-electric appliance.

# REBATE STACKING, REGISTERED CONTRACTORS, & ADDITIONAL RESOURCES



# REBATE STACKING

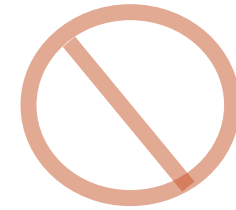


IRA Rebate

Focus on Energy Rebates

Manufacturer Rebates

Other Utility or Municipal Rebates



**IRA rebates cannot be stacked with projects completed with other Federal Dollars, including other IRA Programs.**



**Total rebates received cannot exceed total project cost.**

# IRA REGISTERED CONTRACTOR NETWORK



- Separate from Focus on Energy Trade Ally Network.
- Separate participation requirements.
- Additional training requirements.
- Additional documentation.
- Reach more customers.
- Industry partnership opportunities
- Nearly 200 IRA Registered Contractors across the state.
- Learn how to become registered:  
[focusonenergy.com/ira-registered-contractors](https://www.focusonenergy.com/ira-registered-contractors)

# FOCUS WEBPAGE



[focusonenergy.com/home-energy-rebates](https://focusonenergy.com/home-energy-rebates)

- Program pages.
- Status updates.
- Rebate amounts.
- FAQs.
- Program participation.
- IRA Registered Contractor info.

**Welcome to your one stop for  
Wisconsin IRA Home Energy Rebates.**

As part of the Inflation Reduction Act (IRA), Wisconsin has been allocated \$149 million for Home Energy Rebates. Focus on Energy was chosen by the Public Service Commission of Wisconsin to deliver IRA Home Energy Rebate Programs. Both [Home Efficiency Rebates \(HOMES\)](#) and [Home Electrification and Appliance Rebate \(HEAR\)](#) are NOW AVAILABLE.

**Steps to Participate**  
Participation in IRA Home Energy Rebates is as easy as 1-2-3!

- 1** INCOME QUALIFICATION
- 2** REGISTERED CONTRACTOR SELECTION
- 3** COMPLETE PROJECT

# CONTACT INFORMATION

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