



Efficiency

The road to energy efficiency starts here

The Energy Incentives from We Energies program offers a variety of free products and services, as well as cash incentives to help you use energy more efficiently at your small commercial or small industrial business, or non-profit organization.

(See eligibility requirements.)



we

Award-winning reliability at prices below the national average

Small Business Program Description

CASH incentives available!

- **Cash incentives are available for a wide variety of common improvements.**
- **Incentives for custom projects also are available.**
(Please note: custom projects must be pre-approved by the program before beginning work.)
- **Use the contractor of your choice.**

Small Business Electric Incentive Examples (\$0.12/kWh)

Use and Existing Equipment	Energy-Saving Option	Estimated Annual Energy Savings (in \$)	Incentive
Fluorescent Lighting			
4-Lamp T12 Lights <ul style="list-style-type: none"> ■ Typical energy use: 144 Watts ■ Annual cost \$1,514 for 10 continuously-lit fixtures 	4-Lamp High Performance T8 Lights <ul style="list-style-type: none"> ■ Electronic Ballast ■ Typical energy use: 96 Watts ■ Annual cost \$1,009 for 10 continuously-lit fixtures 	Replace 10 fixtures and save \$505	\$35 each new or retrofit fixtures (Prescriptive application)
High-Bay Lighting			
Metal Halide Fixture <ul style="list-style-type: none"> ■ Typical energy use: 455 Watts ■ Annual cost \$4,380 for 10 continuously-lit fixtures 	High-Bay 6-Lamp High Performance T8 Lights <ul style="list-style-type: none"> ■ Typical energy use: 224 Watts ■ Annual cost \$2,356 for 10 continuously-lit fixtures 	Replace 10 fixtures and save \$2,427	\$90 each new fixture (Prescriptive application)

Small Industrial Electric Incentive Examples (\$0.12/kWh)

Use and Existing Equipment	Energy-Saving Option	Estimated Annual Energy Savings (in \$)	Incentive
Standard Efficiency Motor <ul style="list-style-type: none"> ■ 5HP Motor ■ 3,680 hours/year run time ■ Average 65% loaded 	New NEMA Premium Efficiency Motor	\$23	\$35 (5 HP x \$7)
Standard Efficiency Motor with no control <ul style="list-style-type: none"> ■ 5HP Motor ■ 3,680 hours/year run time ■ Average 65% loaded 	Variable Frequency Drive Controller (Motor Retrofit)	\$643	\$250 (5 HP x \$50)
Compressed Air System Leaks <ul style="list-style-type: none"> ■ 30HP Air Compressor ■ 4,160 hours of operation per year ■ Leaks responsible for 10% of all usage are fixed 	Repair All Major Compressed Air System Leaks	\$1,230	\$300 (30 HP x \$10)
Standard Air Compressor <ul style="list-style-type: none"> ■ 30HP Air Compressor, both existing and proposed ■ 4,160 hours of operation per year ■ Running at 75% of full load ■ System at 100 psi 	New Air Compressor with Variable Speed Drive	\$1,496	\$2,100 (30 HP x \$70)

Small Business Natural Gas Incentive Examples (\$1.00/therm)

Use and Existing Equipment	Energy-Saving Option	Estimated Annual Energy Savings (in \$)	Incentive
Space Heating			
<ul style="list-style-type: none"> ■ 500,000 BTU ■ 65% efficient furnace ■ Uses 7,000 therms annually 	<ul style="list-style-type: none"> ■ 400,000 BTU ■ 90% efficient furnace ■ Uses 5,300 therms annually 	\$1,700	\$1,700 (Custom Natural Gas application)
Attic Insulation			
<ul style="list-style-type: none"> ■ R11 insulation (3 in.) ■ 10,000 sq. ft. 	<ul style="list-style-type: none"> ■ R30 insulation (10 in.) ■ 10,000 sq. ft. 	\$600	\$1,900 (Prescriptive application)

Call 877-598-4376 or visit www.we-energies.com/ee to get started!

FREE energy assessment!

Professional energy evaluation of your buildings, valued at \$200.

- Find energy savings potential throughout your building.
- Expert recommendations by energy- and cost-saving priority.
- All We Energies business customers are eligible for a FREE energy assessment.
- The cash incentive program qualification may vary, depending on business size and annual energy use.

FREE energy-efficient products:

Lighting

- Free installation of Compact Fluorescent Light bulbs (CFLs) in common areas of a small commercial or industrial building or non-profit building (up to 10)
 - CFLs last up to 10 times longer than incandescents and use up to 75 percent* less energy

Water-saving equipment

- Free installation, if applicable, of low-flow faucet aerators and showerheads in a small commercial, small industrial or non-profit building
 - Uses up to 40 percent* less water for showerheads, and 31 percent* less for aerators



FREE! Training and information about energy efficiency

Our **Education and Awareness program** staff can:

- Speak to your employees, membership or group about ways to identify and use energy more efficiently at your business and in their own homes.
- Help you start an Energy Team at your business to plan and implement energy improvements.
- Tailor energy management training to your needs, including cost analyses, best practices and web-based diagnostic tools.
- Compare energy efficiency at your business to others like yours from across the nation using the ENERGY STAR® Benchmark performance rating system.
- Assist customers in coordination with Focus on Energy projects.



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Let us map your route to energy efficiency

Small Commercial and Small Industrial

Customer Eligibility:

- Consumer retail or service business with four or fewer locations.
- National and regional retail chains are not eligible as defined by the program.
- Non-retail businesses are eligible regardless of number of locations, provided they meet rate requirements.
- The business cannot be in the hospitality (hotels/motels, country clubs, taverns or restaurants), human healthcare (medical, dental, vision, chiropractic, holistic), or retail food (grocery or convenience) segments.
- For electric incentives, each electric meter at a building must be one of these rate classes: Cg1, Cg2 or Cg6.
- For natural gas incentives, each natural gas meter at a building must be one of these rate classes: Fg1 or Fg2.

Non-Profit Customer Eligibility:

- Your organization must be independent, not part of a national organization.
- Only K-12 educational facilities affiliated with a congregational organization are eligible.
- Colleges or universities are not eligible.
- Contributions to your organization must be tax deductible.
- Your organization must be recognized by the Internal Revenue Service (IRS) as a 501(c),(e),(k)
- For electric incentives, each electric meter at a building must be one of these rate classes: Cg1, Cg2 or Cg6.
 - Congregations who are Cg3 and agree to participate in ENERGY STAR® Benchmarking are eligible.
- For natural gas incentives, each natural gas meter at a building must be one of these rate classes: Fg1 or Fg2.
 - Congregations who are Fg3 and agree to participate in ENERGY STAR® Benchmarking are eligible.

General Eligibility:

- The Energy Incentives from We Energies program is available to qualifying We Energies customers of retail natural gas or electric service.
- Any qualified We Energies utility customer may receive Energy Incentives from We Energies incentives for one fuel type (natural gas or electric) even if the other fuel type does not qualify.
- Eligibility is determined on a building-by-building basis, when more than one building exists on the same property.
- Government buildings (buildings owned and operated with taxpayer dollars) are not eligible.
- Farms, greenhouses and agricultural facilities do not qualify.
- Home-based businesses do not qualify.

Please contact us with questions or if you are unsure of your eligibility.

Energy Incentives from We Energies is designed to complement Focus on Energy, Wisconsin's statewide program for energy efficiency and renewable energy. Focus on Energy helps Wisconsin residents and businesses manage rising energy costs, promote in-state economic development, protect our environment, and control the state's growing demand for electricity and natural gas by helping them implement cost-effective energy efficiency and renewable energy projects. If you or your business do not meet the eligibility requirements for Energy Incentives from We Energies, please contact Focus on Energy at 800-762-7077 or focusonenergy.com.

Electric Service for 01/02/09 to 01/16/09 (14 Days) – 756 Heating Degree Days / 2 Cooling Degree Days

Electricity Used

Meter Number AB123456
 Actual Reading on 01/16/09 16663
 Actual Reading on 01/02/09 16427

Total Electricity Used 1,226 kWh

Total Consumption for All Meters 1,226

Next Scheduled Meter Reading Date . . . 03/16/09

Current Electricity Charges

General Secondary Service – CG1 14 Days
 Facilities (14 days x \$0.250000/days) \$3.50
 State Low-Income Assistance Fee \$3.26
 Energy (1,128 kWh x \$.117630/kWh) \$144.21
 Fuel cost Adjustment (1,128 kWh x \$.004690/kWh) \$5.75
 Point Beach Adjustment (1,128 kWh x \$.008360/kWh) \$10.25^{CR}
 Subtotal Electricity Charges . . . \$146.47
 Sales Tax (143.21 x 5.00%) \$7.16

Total Electricity Charged \$153.63

Gas Service for 01/02/09 to 01/16/09 (14 Days) – 756 Heating Degree Days / 2 Cooling Degree Days

Gas Used

Meter Number AB1234567
 Actual Reading on 04/06/09 286
 Actual Reading on 03/08/09 239
 Difference 47
 Pressure Correction Adjustment x 1,3240
 Heat Factor Adjustment x 1.0085

Total Gas Used 170 therms

Total Consumption for All Meters 63

Next Scheduled Meter Reading Date . . . 03/16/09

Current Gas Charges

FG-1 Firm Committed Sales Class 1 (WGC) 14 Days
 Facilities (14 days x \$0.280000/days) \$3.92
 Distribution (63 therms x \$0.261699 therms) \$16.48
 Base Gas (63 therms x \$0.963300 therms) \$60.88
 PGA (63 therms x \$0.088100 therms) \$5.55^{CR}
 Subtotal Gas Charges \$75.73
 Sales Tax (\$75.73 x 5.00%) \$3.79

Total Gas Charged \$79.52

* For buildings with natural gas water heaters. Calculated using these factors: Price per kWh: \$0.12; Price per therm: \$1.00; Sewer: \$1.56/1000 gal; Water: \$6.68/1000 gal. Savings are approximate and will vary with efficiency of water-heating system, temperature of incoming and outgoing water, square footage, and/or number of occupants in each unit.

Program representatives will assist in identifying eligibility for all customer types. Incentives will only be rewarded for prescriptive energy-saving technologies or pre-approved custom projects providing natural gas or electric savings. Projects that have or will receive funding from other energy efficiency programs available to Wisconsin businesses will be reviewed on a case-by-case basis for potential partial funding from We Energies. Incentives are not retroactive for previously installed measures prior to program implementation. The We Energies incentive level is capped at \$40,000 per project and may not exceed 75 percent of the total project cost. We Energies reserves the right to post-inspect any completed project before incentive payment is made. Specific eligibility requirements may apply for each individual program. All eligibility determinations are at the sole discretion of We Energies. We Energies accepts no liability for eligibility determinations. All programs are currently approved through Dec. 31, 2011.