



**Small Commercial  
Lighting Prescriptive Measures Application**

For qualifying\* We Energies independent, small commercial customers with less than five locations (not a chain) in Wisconsin.

Electric rates Cg1 (044) and Cg2 (034) may be eligible.

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**APPLICATION MUST BE SUBMITTED WITHIN 30 DAYS OF PROJECT COMPLETION.**

**Instructions for Use:**

*For complete instructions, please refer to the Terms and Conditions on page six.*

To expedite your payment, please be sure to use the most current Incentive Form. Find the latest form at [www.we-energies.com/ee](http://www.we-energies.com/ee).

Please remember to include the following three items:

**(1) Signed application (include all pages)**

**(2) Itemized invoice(s)**

(Must include: date of purchase or installation; quantity, manufacturer, model, itemized labor and material; and total project cost)

**(3) New equipment specification sheet(s)**

(OEM specification sheets)

*Incomplete applications will be returned to applicant.*

**Submit all materials using either of these methods:**

**Mail to:**

Energy Incentives from We Energies  
15770 W. Cleveland Ave.  
New Berlin, WI 53151

**or Fax:**

1-262-786-1487

*If your project does not fit the equipment measures on this form, please call 877-598-4376 as you may be eligible for Custom Incentives.*

\*Program representatives will assist in identifying eligibility.



# Small Commercial Lighting Prescriptive Measures Application

We Energies Account Number:   
 (Account # listed on your Billing Statement)

## Customer and Trade Ally Information

To be completed by Trade Ally or Customer

Account Name (as shown on We Energies bill):			
DBA:			
Address:			
City:	State:	ZIP:	Phone:
Building Contact:	E-mail:	Fax:	
Business Classification (check ONE): <input type="checkbox"/> Corporation <input type="checkbox"/> Partnership <input type="checkbox"/> Sole Proprietorship-Individual <input type="checkbox"/> Other			
How Did You Hear About Us? <input type="checkbox"/> Mailing <input type="checkbox"/> Seminar <input type="checkbox"/> Door hanger <input type="checkbox"/> Poster or flyer <input type="checkbox"/> Website <input type="checkbox"/> From a Friend or Business Assoc. <input type="checkbox"/> Other _____			
Trade Ally Name:			Phone:
Address:			Fax:
City:	State:	ZIP:	E-mail:

## Equipment Information

**A. Compact Fluorescent and LED Fixtures** *Only complete, hard-wired new fixtures that replace existing incandescent fixtures, qualify. Must contain electronic ballast, be UL-listed for application and provide equal (or better) light output.*

Installed Measures	Existing Equipment Information and Requirements	Qty Installed	Incentive Per Unit	Total Incentive (Qty x Incentive)
ENERGY STAR® Qualified Compact Fluorescent Fixtures <i>(Must contain pin-based lamp)</i>	Incandescent Watts per Fixture _____		\$40.00/Fixture	
LED Fixtures (<18W)	Replace 60 – 100W incandescent		\$50.00/Fixture	
CFL, Cold Cathode <i>Screw in only (Not for pin-based CFLs)</i>	Replace 100W or less incandescent		\$2.00/Bulb	
CFL Reflector Flood Lamps (w/ integrated reflector up to 30W) <i>Screw in only (Not for pin-based CFLs)</i>	Replace 100W or less incandescent		\$5.00/Bulb	
High Wattage CFL Lamps <i>(31 – 115W) Screw in only (Not for pin-based CFLs)</i>	Replace 100W or greater incandescent		\$8.00/Bulb	
<b>Subtotal:</b>				

**B. LED Exit Fixtures and Hardwired Retrofit Kits** *Must replace incandescent or fluorescent exit fixture. All new exit signs and retrofit kits must be UL- or ETL-listed for application that they are installed in, have a minimum lifetime of ten years, have input wattage of <5 Watts.*

Installed Measures	Existing Equipment Information and Requirements	Qty Installed	Incentive Per Unit	Total Incentive (Qty x Incentive)
LED Exit Sign Hardwired Retrofit Kit	<input type="checkbox"/> Incandescent or <input type="checkbox"/> Fluorescent _____ Watts / Fixture		\$10.00/Retrofit Kit	
LED Exit Sign – New Fixture	<input type="checkbox"/> Incandescent or <input type="checkbox"/> Fluorescent _____ Watts / Fixture		\$20.00/Fixture	
<b>Subtotal:</b>				

**C. High-Bay Fluorescent** *Replace high intensity discharge fixture (HID) with high-bay fluorescent fixture in wattages as shown on line item. If fixture configuration is not one for one replacement, or differs from line items, please call for authorization. Incentive is per fixture replaced.*

Installed Measures	Existing Equipment Information and Requirements	Qty Installed	Incentive Per Unit	Total Incentive (Qty x Incentive)
High-bay fluorescent ≤155W total fixture Watts. Check One: <input type="checkbox"/> 4 lamp T8 <input type="checkbox"/> 2 lamp T5HO <input type="checkbox"/> Other T8 or T5HO less than 155W (List Wattage) _____	250W HID		\$60.00/Fixture	
High-bay fluorescent ≤250W total fixture Watts. Check One: <input type="checkbox"/> 6 lamp T8 <input type="checkbox"/> 4 lamp T5HO <input type="checkbox"/> Other T8 or T5HO less than 250W (List Wattage) _____	400W HID		\$90.00/Fixture	
Add occupancy sensors or automatic multi-level lighting control system to high-bay fluorescent fixtures listed above. Incentive cannot be combined with non high-bay fixtures. Total Wattage Controlled _____	High-Bay Control Adder	Please refer to Occupancy Sensors Section for Incentive information.		
320W Pulse-Start Metal Halide (PSMH). <i>(Screw-in PSMH lamps do not qualify.)</i>	400W HID		\$50.00/Fixture	
<b>Subtotal:</b>				



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**D. High-Performance, Low-Watt and Low-Watt Relamp T8 Systems**  
 Replace standard T12 systems with high performance T8 systems containing high-lumen, long-life F32T8 lamps (minimum ≥ 3100 initial lumens, 24,000 hour rated life at three-hour start) from CEE approved list AND either of the following: a low ballast factor electronic ballast (≤78 Ballast Factor), or approved ballast from the "CEE High Performance T8" qualified product list. 2 foot and 8 foot T8 replacements do not need to meet the above high-performance requirements. Both ballast and lamp must be from approved list or system will not qualify for ANY incentive. View the list of qualified lamps and ballasts at [www.cee1.org/com/com-ll/lamps-ballasts.xls](http://www.cee1.org/com/com-ll/lamps-ballasts.xls).  
 Replace standard T12 or T8 systems with 4' 25W, 28W, or 30W T8 or 29W or 30W T8 U Lamps and compatible electronic ballast or relamp existing T8 fixtures with low-watt T8 lamps listed below. NOTE: Low-watt T8 compatibility varies; consult manufacturer's literature before specifying products. Low-Watt T8 lamps should not be used in dimming applications unless the lamp and ballast manufacturers have approved a specific application for dimming and frequent switching. May demonstrate dim light, spiraling, pulsing and other undesirable behavior in cooler temperature rooms and while warming up. System performance varies based on lamp or ballast components. It is recommended that compatibility is tested before proceeding to replace 32W lamps with any reduced wattage product. For low Watt fixtures to qualify, 4' lamps used must use less than 31 Watts each. 8' lamps must use less than 58 Watts each.

Installed Measures	Existing Equipment Information and Requirements	Qty Installed	Incentive Per Unit	Total Incentive (Qty x Incentive)
1L - 2FT T8 With 1L Electronic Ballast	<input type="checkbox"/> T12 20W		\$10.00/ Retrofit Kit	
2L - 2FT T8 With 2L Electronic Ballast	<input type="checkbox"/> T12 20W		\$15.00/ Retrofit Kit	
1L - 4FT High Performance or Low-Watt T8 with 1L Ballast New: <input type="checkbox"/> 32W High Lumen (Linear only) <input type="checkbox"/> 30W <input type="checkbox"/> 28W <input type="checkbox"/> 25W (Linear or U-bend)	<input type="checkbox"/> T12 34W <input type="checkbox"/> T12 40W		\$15.00/ Retrofit Kit	
2L - 4FT High Performance or Low-Watt T8 with 2L Ballast or 1L 8' low wattage T8 New: <input type="checkbox"/> 32W HL <input type="checkbox"/> <58W 8' T8 (Linear only) <input type="checkbox"/> 30W <input type="checkbox"/> 28W <input type="checkbox"/> 25W (Linear or U-bend)	<input type="checkbox"/> T12 34W <input type="checkbox"/> T12 40W <input type="checkbox"/> 1L - 8FT T12		\$20.00/ Retrofit Kit	
3L - 4FT High Performance or Low-Watt T8 with 3L Ballast New: <input type="checkbox"/> 32W High Lumen (Linear only) <input type="checkbox"/> 30W <input type="checkbox"/> 28W <input type="checkbox"/> 25W (Linear or U-bend)	<input type="checkbox"/> T12 34W <input type="checkbox"/> T12 40W		\$25.00/ Retrofit Kit	
4L - 4FT High Performance or Low-Watt T8 with 4L Ballast or 2L 8' low wattage T8 New: <input type="checkbox"/> 32W HL <input type="checkbox"/> <58W 8' T8 (Linear only) <input type="checkbox"/> 30W <input type="checkbox"/> 28W <input type="checkbox"/> 25W (Linear or U-bend)	<input type="checkbox"/> T12 34W <input type="checkbox"/> T12 40W <input type="checkbox"/> 2L - 8FT T12		\$35.00/ Retrofit Kit	
4L - 4FT High Performance T8 with 4L CEE listed ballast replacing 8' HO or VHO fixture	<input type="checkbox"/> 2L - 8FT T12 HO/VHO		\$35.00/ Retrofit Kit	

New Fixtures				
1L - 2FT T8 With 1L Electronic Ballast	<input type="checkbox"/> T12 20W		\$15.00/ Fixture	
2L - 2FT T8 With 2L Electronic Ballast	<input type="checkbox"/> T12 20W		\$20.00/ Fixture	
1L - 4FT High Performance or Low-Watt T8 New: <input type="checkbox"/> 32W High Lumen (Linear only) <input type="checkbox"/> 30W <input type="checkbox"/> 28W <input type="checkbox"/> 25W (Linear or U-bend)	<input type="checkbox"/> T12 34W <input type="checkbox"/> T12 40W <input type="checkbox"/> 1L - 50W HID Other: _____		\$15.00/ Fixture	
2L - 4FT High Performance or Low-Watt T8 New: <input type="checkbox"/> 32W HL <input type="checkbox"/> <58W 8' T8 (Linear only) <input type="checkbox"/> 30W <input type="checkbox"/> 28W <input type="checkbox"/> 25W (Linear or U-bend)	<input type="checkbox"/> T12 34W <input type="checkbox"/> T12 40W <input type="checkbox"/> 1L - 8FT T12 <input type="checkbox"/> 1L - 70W HID Other: _____		\$20.00/ Fixture	
3L - 4FT High Performance or Low-Watt T8 New: <input type="checkbox"/> 32W High Lumen (Linear only) <input type="checkbox"/> 30W <input type="checkbox"/> 28W <input type="checkbox"/> 25W (Linear or U-bend)	<input type="checkbox"/> T12 34W <input type="checkbox"/> T12 40W <input type="checkbox"/> 1L - 100W HID Other: _____		\$25.00/ Fixture	
4L - 4FT High Performance or Low-Watt T8 New: <input type="checkbox"/> 32W HL <input type="checkbox"/> <58W 8' T8 (Linear only) <input type="checkbox"/> 30W <input type="checkbox"/> 28W <input type="checkbox"/> 25W (Linear or U-bend)	<input type="checkbox"/> T12 34W <input type="checkbox"/> T12 40W <input type="checkbox"/> 2L - 8FT T12 <input type="checkbox"/> 1L - 175W HID Other: _____		\$35.00/ Fixture	
4L - 4FT High Performance T8 with 4L CEE listed ballast replacing 8' HO or VHO fixture	<input type="checkbox"/> 2L - 8FT T12 HO/VHO		\$40.00/ Fixture	
1L - 4FT T5 (Not including high output T5 systems)	<input type="checkbox"/> T12 34W <input type="checkbox"/> T12 40W Other: _____		\$30.00/ Fixture	
2L - 4FT T5 (Not including high output T5 systems)	<input type="checkbox"/> T12 34W <input type="checkbox"/> T12 40W Other: _____		\$35.00/ Fixture	
3L - 4FT T5 (Not including high output T5 systems)	<input type="checkbox"/> T12 34W <input type="checkbox"/> T12 40W Other: _____		\$40.00/ Fixture	
4L - 4FT T5 (Not including high output T5 systems)	<input type="checkbox"/> T12 34W <input type="checkbox"/> T12 40W Other: _____		\$45.00/ Fixture	
<b>Subtotal:</b>				



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E. Parking Garage Fixtures					
Installed Measures	Existing Equipment Information and Requirements		Qty Installed	Incentive Per Unit	Total Incentive (Qty x Incentive)
1L – 4FT High Performance T8	<input type="checkbox"/> 1L – 4FT T12	<input type="checkbox"/> 1L – 50W HID	Other: _____	\$15.00/ Fixture	
2L – 4FT High Performance T8	<input type="checkbox"/> 2L – 4FT T12	<input type="checkbox"/> 1L – 70W HID	Other: _____	\$20.00/ Fixture	
3L – 4FT High Performance T8	<input type="checkbox"/> 3L – 4FT T12	<input type="checkbox"/> 1L – 100W HID	Other: _____	\$25.00/ Fixture	
4L – 4FT High Performance T8	<input type="checkbox"/> 4L – 4FT T12	<input type="checkbox"/> 1L – 150W HID	<input type="checkbox"/> 1L – 175W HID Other: _____	\$35.00/ Fixture	
<b>Subtotal:</b>					

F. Outdoor Lighting <i>Fixtures located on or around a building exterior, including detached garage, landscaping and surface parking lot.</i>					
Installed Measures	Existing Equipment Information and Requirements		Qty Installed	Incentive Per Unit	Total Incentive (Qty x Incentive)
CFL Fixture (13W – 32W) <i>(Must contain pin-based lamp)</i>	<input type="checkbox"/> 60W	<input type="checkbox"/> 100W	<input type="checkbox"/> 150W	Other: _____	\$30.00/ Fixture
Photo Cell <i>(With or without fixture)</i>	<input type="checkbox"/> Timer	<input type="checkbox"/> Other _____	<input type="checkbox"/> None	\$5.00/ea.	
<b>Subtotal:</b>					

G. Occupancy Sensors – Wall- or Ceiling-Mounted <i>Ultrasonic or PIR sensor controlling non-high bay fixture types. Rapid or programmed start ballasts are recommended for fluorescent fixtures to extend lamp life. Socket based do not qualify.</i>					
Installed Measures	Existing Equipment Information		Qty Installed	Incentive Per Unit	Total Incentive (Qty x Incentive)
Wall-Mounted Non-High Bay	Wattage controlled per sensor _____ Fixtures controlled per sensor _____			\$15.00/ Sensor	
Ceiling-Mounted Non-High Bay	Wattage controlled per sensor _____ Fixtures controlled per sensor _____			\$30.00/ Sensor	
Occupancy-Based High Bay-Lighting Controls <i>(Controls added to high-bay fluorescent fixtures. Sensor costs must be itemized separately on invoice. Incentive may not exceed purchase price.)</i>	Wattage controlled per sensor _____			\$30.00/ Sensor	
<b>Subtotal:</b>					

Summary of Incentives							
A. Subtotal	B. Subtotal	C. Subtotal	D. Subtotal	E. Subtotal	F. Subtotal	G. Subtotal	H. Total Incentives*
\$	\$	\$	\$	\$	\$	\$	\$

\* Total incentives cannot exceed 75% of total project cost. Please complete worksheet below to determine your total incentive.

I. Materials	\$
J. Labor	\$
K. Subtotal (I + J)	\$
L. 75% (Subtotal K x 0.75)	\$

Enter the lesser of H or L here:

This is the total incentive amount you can claim.

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## Certification

*I certify that I meet the eligibility requirements of the Energy Incentives from We Energies Program and that all information provided within this application is correct to the best of my knowledge. I agree to the terms and conditions set forth in these programs. I certify that the number shown on this form is the correct taxpayer identification number. I am not subject to backup withholding because: (a) I am exempt from backup withholding; or (b) I have not been notified by the IRS that I am subject to backup withholding as a result of a failure to report all interest or dividends; or (c) the IRS has notified me that I am no longer subject to backup withholding. I am a U.S. citizen (includes a U.S. resident alien).*

**Signature Required:**  
*The undersigned agrees that the stated energy efficient measure(s) was (were) installed at the address listed above as part of the Energy Incentives from We Energies Programs. I have read and agree to the Terms and Conditions listed on this application. To the best of my knowledge, the statements made on this application are correct, and I have submitted the appropriate supporting documentation to receive an incentive.*

**Installation Date Required:**  
*Required for payment. Application must be submitted within 30 days of installation.*

<b>Customer Name (Print):</b>	<b>Customer Signature:</b>	<b>Date:</b>
		<b>Installation Date:</b>
<b>Trade Ally Name:</b> <small>(Required only if receiving payment)</small>	<b>Trade Ally Signature:</b> <small>(Required only if receiving payment)</small>	<b>Date:</b>

## Payment Information (All information is required for payment)

**Make Incentive Check Payable to (Check ONE):**  Customer  Trade Ally  
 The Federal Tax ID or Social Security Number of the Payee is required:

Company/Corporate Federal Tax ID  <input type="checkbox"/> Corporation <input type="checkbox"/> Partnership  _____ - _____ - _____	Social Security Number (if no Federal Tax ID#)  <input type="checkbox"/> Sole Proprietorship - Individual <input type="checkbox"/> Other  _____ - _____ - _____
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<b>Payee Name on Check:</b> (must match Federal Tax ID or Social Security Number indicated above)	<b>Attn:</b>		
<b>Mailing Address:</b>	<b>City:</b>	<b>State:</b>	<b>ZIP:</b>



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<i>Management Co./Owner Name:</i>	<i>Property Address:</i>
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## Terms and Conditions

- 1) Incentive Offer: Projects that do not reduce electric demand (kW) or consumption (kWh) will not qualify for incentives. Projects must be implemented (completed) by Dec. 31, 2011. An original signed application and invoices for materials and labor must be delivered to Energy Incentives From We Energies at the address located on the front of this application **within 30 calendar days of installation (completion)**. Please keep a copy for your records.
- 2) Proof of Purchase: This application must have complete information and be submitted with an invoice itemizing the **new equipment purchased and the manufacturer (OEM) specification sheets**. The invoice must indicate date of purchase, size, type, make, model and total project cost.
- 3) Compliance:
  - a) All projects are expected to comply with federal, state, and local codes.
  - b) All equipment must be new or retrofitted with new components per the program specifications. Used or rebuilt equipment is not eligible for incentives. Existing equipment must be removed or permanently disconnected.
  - c) Equipment must meet specification requirements and be purchased and operating prior to submitting an incentive application.
  - d) Only one incentive will be granted for each project.
  - e) All projects must be a retrofit / replacement installation in an existing building (not available for new construction).
  - f) If the project is in a leased building, the term of the lease must be at least five (5) years.
- 4) Payment: Once completed paperwork is submitted, incentive payments are usually made within 30 calendar days. Incomplete applications will either delay payments or be denied. We Energies reserves the right to refuse payment and participation if the customer or contractor violates program rules and procedures. All projects exceeding \$10,000 of incentives will be inspected prior to incentive payment. We Energies must receive 100 percent of the energy savings for the rated life of the product(s) or for a period of three (3) years from receipt of rebate, whichever is less. If you do not provide the energy savings, if the facility in which the installed projects are located closes or ceases operation within the three (3) years from receipt of rebate or if you cease to be a customer of We Energies during the three (3) years, you shall refund a prorated amount of rebate dollars based on the time installed.
- 5) Inspection: Program staff may conduct an inspection of the facility to survey installed projects.
- 6) Publicity: We Energies reserves the right to publicize your participation in this program, unless you specifically request otherwise.
- 7) Program Discretion: Incentives are available on a first-come, first-served basis. This incentive is subject to change or termination without notice at the discretion of We Energies.
- 8) Logo Use: Customers or allies may not use the We Energies name or logo in any marketing, advertising, or promotional material.
- 9) Disclaimers: We Energies
  - a) does not endorse any particular manufacturer, product, labor or system design by offering these programs;
  - b) will not be responsible for any tax liability imposed on the customer as a result of the payment of incentives;
  - c) does not expressly or implicitly warrant the performance of installed equipment or contractor's quality of work (contact your contractor for detailed warranties);
  - d) is not responsible for the proper disposal/recycling of any waste generated as a result of this project;
  - e) is not liable for any damage caused by the installation of the equipment or for any damage caused by the malfunction of the installed equipment.

### INCENTIVE LIMIT:

Purchase and install qualifying equipment and receive an energy efficiency incentive of up to **\$40,000** per project. An incentive exceeding **\$15,000** must receive written approval BEFORE project installation. Total incentive not to exceed **75 percent** of the project cost. If self installed, measures incentivized up to the purchase price of specific measures but shall not exceed the incentives set by We Energies for each measure.

### ELIGIBILITY:

These incentives are offered by We Energies to qualifying retail natural gas and electric service customers with locations in Wisconsin. For questions regarding eligibility, call **877-598-4376**.