



## Request for Application

# We Energies – Solar Water Heating Incentive Program Request for Application for Residential and Commercial Electric Customers

### Section 1: Overview and Objectives

This program assists qualified We Energies electric customers with the installation of a solar water-heating system at their home or business. Customer incentives are provided from We Energies Renewable Energy Development (RED) Program. Supporting solar water-heating system installations helps We Energies demonstrate to customers the benefits of solar water-heating energy systems as well as gain knowledge about the technical and economics aspects of a system installation. The We Energies incentive amount for residential and commercial electric customers is a 30 percent match of the determined reward from the Focus on Energy [Solar Water-Heating System Cash-back Reward Program](#) or the [Solar Water-Heating Implementation Grant](#) for larger systems.

**Eligibility:** Applicants must be We Energies retail electric customers located in Wisconsin, and one of the following:

- Residential electric customer
- Commercial electric customer

In all cases, eligible domestic solar hot water systems must displace electricity, or natural gas. Also, proposed solar water-heating systems must meet all of Focus on Energy's [Solar Water-Heating System Cash-back Reward Program](#) or the [Solar Water-Heating Implementation Grant](#) program requirements.

We Energies RED incentive money is distributed on a first-come, first-served basis. There is no guarantee that We Energies incentive money will be available throughout 2009 or that the same level of incentive will be available in 2010, thus applicants are encouraged to apply as soon as possible. Also, We Energies reserves the right, in its sole discretion, to decline any or all incentives.

### Section 2: Solicitation Process

Responses to this program must be submitted in writing using the supplied application form and signed by an authorized officer or agent of the organization or household. Each response must adequately address and demonstrate that it satisfies the minimum application requirements.

#### Application packets to We Energies will include:

1. A Completed *We Energies – Solar Water Heating Incentive Program for Residential and Commercial Electric Customers*
2. A copy of the completed and **approved** Focus on Energy [Solar Water-Heating System Cash-back Reward Program](#) or the [Solar Water-Heating Implementation Grant](#) application.
3. A copy of the project **approval letter** from Focus on Energy. (Customer will receive this letter once project has been approved and a Cash-Back Reward has been approved)

Responses that are incomplete, missing components or not in conformity with the requirements of the Focus on Energy program will not be considered.

#### Mail or e-mail completed applications to:

We Energies Solar Thermal Program  
Attn: Jessica Thibodo-Johnson  
231 W Michigan St – P318

Milwaukee, WI 53203

E-mail: [Jessica.thibodo-johnson@we-energies.com](mailto:Jessica.thibodo-johnson@we-energies.com)

Direct questions about this program to:

We Energies

Jessica Thibodo-Johnson

[Jessica.thibodo-johnson@we-energies.com](mailto:Jessica.thibodo-johnson@we-energies.com)

231 W. Michigan St. – P318

Milwaukee, WI 53202

Direct questions related to the Focus on Energy program to Focus on Energy: 800-762-7077 or [www.focusonenergy.com](http://www.focusonenergy.com)

## Section 4: Evaluation Criteria and Minimum Application Requirements

All proposed solar water-heating systems must follow the system requirements outlined in the Focus on Energy *Solar Water-Heating System Cash-Back Reward Pre-Approval Application* or the requirements that are outlined in the *Solar Water-Heating Implementation Grant*. All applications are evaluated and approved by Focus on Energy, and cash-back rewards are determined through an estimate of the amount of thermal energy produced. Details about the Focus on Energy reward factor is listed below.

### **DETERMINING THE CASH-BACK REWARD LEVEL – This information has been taken directly from the Focus on Energy Solar Water-Heating System Cash-Back Reward Pre-Approval Application**

All of the information requested on the Cash-Back Reward application must be completed. Focus on Energy inputs your Design Details (page 2) into RETScreen software (available online) to determine a production estimate of the solar hot water system. If the system is providing natural gas savings, RETScreen's production estimate is divided by 0.8 to calculate the total thermal energy displaced by your system. If the system is providing kilowatt hour savings, the RETScreen's production estimate is the total thermal energy displaced by your system.

#### **New Systems**

Focus on Energy uses the following table to determine the "Reward Factor" for new systems. Multiply the annual estimate of thermal energy displaced by the appropriate Reward Factor to estimate your Cash-Back Reward amount.

Annual THERMAL ENERGY DISPLACED by system	REWARD FACTOR (\$ per therm)	Maximum Project	Cost Share	Maximum Reward
Up to 250 therms	\$20.00 per therm	25%		\$2,500
250 therms up to 1,000 therms	\$10.00 per therm	25%		\$50,000
1,000 therms to 5,000 therms	\$8.00 per therm	25%		\$50,000

Homeowners that have their home 1) certified by the Wisconsin ENERGY STAR Home program OR 2) complete the post-performance inspection by Home Performance with ENERGY STAR by the date of Notice of Installation submittal will receive a bonus of \$500.

#### **Repairs**

Focus on Energy uses the following table to determine the "Reward Factor" for repairs on existing systems. Multiply the repair cost by the appropriate Reward Factor to estimate your Cash-Back Reward amount.

Customer Type	Reward Factor	Maximum Reward
Residential	50%	\$1,500
Non-Residential	50%	\$5,000

After applicants have submitted an approved Focus on Energy application, approval letter and a completed We Energies application, We Energies will then:

- Reward a 30% bonus of the determined Focus on Energy reward to residential and commercial customers in We Energies electric service territory. Applicants will be notified of this award approval and amount through a letter from We Energies.

- After the installation has been completed the customer is responsible for sending a copy of the Focus on Energy Notice of Installation (NOI) to We Energies. Once the NOI has been approved and We Energies has been notified by FOE, a check will be mailed to the applicant.

We Energies reserves the right, at its sole discretion, to accept a response that does not satisfy all requirements but which, in We Energies' sole judgment, sufficiently demonstrates the ability to satisfy the major requirements set forth in this program. We Energies also reserves the right to request additional information from any or all respondents to this program, or to ask for additional information or clarifications. All decisions by We Energies are final and are not subject to review by the applicant. We Energies reserves the right, in its sole discretion, to end this program at any time without prior notice or to not award any incentives if qualified proposals are not received.

#### Section 5: General Rules

1. **No Obligation** – This program does not obligate We Energies to establish eligibility for any applicant, or to issue any subsequent programs or to enter into any agreements. We Energies reserves the right to cancel or re-issue this program at any time.
2. **Rejection of Applications** – We Energies may reject any response that it deems to be incomplete, unresponsive, or significantly inaccurate in its representation or which is unacceptable to We Energies in the context of this program. We Energies reserves the right, in its sole discretion, to reject any response without clarification and without review or notice.
3. **Information Sharing** – Subject to the right of each applicant to "opt out" of this provision, We Energies may share with Focus on Energy information about the project installation and incentive amount of each applicant.
4. **One Project per Customer per Calendar Year** – Each customer may receive incentives from We Energies for only one solar water-heating system per calendar year.
5. **Cost of Proposal and Non-Compensation** – Each applicant is solely responsible for all costs associated with responding to the Request for Application. We Energies will not in any event reimburse any respondent for any costs associated with this program.
6. **Site Availability** – Applicants must be available to Focus on Energy at a mutually agreed-to time for a site evaluation.
7. **Disposition of Proposals** – All information submitted as part of this application process becomes the property of We Energies upon submittal. Proposals are returned only at We Energies' sole discretion. Applications also may be shared with others. From time to time, We Energies is requested by the Public Service Commission of Wisconsin or the Michigan Public Service Commission to provide information on applications it receives.
8. **Proposal Rejection** – Applicants who have their proposals rejected are notified in writing and are given a brief summary of reasons for rejection.
9. **Incentive Award** – Applicants will be notified from We Energies that they have been granted a bonus cash-back reward after receiving 1) Completed We Energies Application, 2) Approved Focus on Energy Application and 3) Project approval letter from Focus on Energy. A copy of the Focus on Energy Notice of Installation (NOI) will then be required to claim the bonus amount. Applicants have one year to install the system and submit the actual Notice of Installation to Focus on Energy, and a copy of the Notice of Installation to We Energies. **After We Energies determines that the project is completed and all invoices related to the project are paid, We Energies issues the 30% bonus check and will send the check directly to the applicant.**
10. **Environmental Attributes** – By accepting the incentive award under this program, the applicant grants, transfers and delivers to We Energies title to all of the associated renewable attributes produced by the solar water-heating system. Renewable attributes include any and all local, state, federal, and/or international renewable resource credits, emissions credits and/or offsets and any other environmentally related credits and/or offsets that are, or in the future will be, recognized by any governmental authority and attributed to the production of energy from renewable power.
11. **Promotional Rights** – We Energies retains the right to promote the installation and use photos of the solar water-heating system in any of its publications.
12. **Costs** – Applicants whose proposals are selected to receive an incentive are responsible for ongoing costs of the project including, but not limited to, operation and maintenance costs, and removal.
13. **Disclaimer** - Acceptance of an application by We Energies under this program does not constitute the warranty or guarantee of the applicant's solar water-heating system.