

2026 BUSINESS OFFERINGS

WATER TREATMENT STRATEGIC ENERGY MANAGEMENT COOPERATIVE



WHAT YOU SHOULD KNOW

NEED HELP? CALL 800.762.7077

The Water Treatment Strategic Energy Management (SEM) Cooperative helps facilities use less energy in their daily operations. As participants, water treatment facilities will:

- Gain a better understanding of their energy use and how to manage it.
- Engage in peer learning opportunities with other Cooperative participants.
- Work with Technical Experts to plan energy-saving projects and learn how to overcome challenges during implementation.

UNDERSTANDING SEM

SEM is a long-term approach to managing energy use. It includes setting goals, tracking progress, and reporting results. Customers receive an energy model showing how different factors affect energy use using daily or monthly data. Customers can earn financial incentives for verified energy improvements from SEM, which are not otherwise eligible for FOCUS ON ENERGY® rebates and incentives.



WORKSHOPS

Learn from Technical Experts and peer participants in a series of virtual workshops. Topics include energy basics, common strategies, and reporting on SEM progress.



PROJECTS

Work with Technical Experts to identify opportunities for cost-effective equipment upgrades. Focus on low- and no-cost energy-saving actions to implement immediately.



COACHING

Receive technical support, peer collaboration, and proven processes to help you succeed.

WHY PARTICIPATE?

- Access to technical support and educational opportunities.
- Energy performance model and tracking tools.
- Energy management development support.
- Energy savings of up to 10%. Additional incentives for implemented projects of \$0.02/kWh saved and \$0.20/therm saved.

BENEFITS

1

ENERGY MODEL

- Tracking, reporting, and updating of energy performance information.
- Model updates throughout the year.
- Integrated energy use and system production.

2

WORKSHOPS

- Topics include:
 - Energy basics.
 - Common inefficiencies in water treatment.
 - In-depth training on energy models.
 - Persistence strategies through project implementation.

3

TREASURE HUNT

- Technical Experts will visit each facility to identify upgrades.

4

COACHING

- Technical Experts will hold regular check-in calls during the year. They will review your progress and answer questions.

step 1

BEFORE YOU APPLY:

- 0 Confirm your gas and/or electric utility participates in Focus on Energy at focusonenergy.com/utilities.
- 0 Contact your Energy Advisor for assistance. If you do not know who your Energy Advisor is, call **800.762.7077**.

step 2

WHAT YOU'LL NEED:

- 0 SEM Enrollment application (all sections of this form must be completed).
- 0 Identified Executive Sponsor and Energy Champion.
 - Executive Sponsor – The highest-level manager available at the facility (typically the facility manager) who is responsible for ensuring the Energy Team has the resources it needs for successful participation in SEM.
 - Energy Champion – Individual responsible for the success of SEM at the facility. This individual is responsible for coordinating with Focus on Energy and internally with facility staff, such as the Energy Team and Executive Sponsor.
 - Focus on Energy – Program representative working directly with the customer to support meeting SEM objectives, including but not limited to, documenting SEM progress and supporting the tracking and documentation of energy savings.
- 0 Energy-use data for the past 36 months.

step 3

UNDERSTANDING YOUR INCENTIVE RATE AND OFFERING STRUCTURE:

- 0 Enrolled customers qualify for an incentive of \$0.02/kWh and \$0.20/therm saved on validated energy improvements.
- 0 Customers are limited to \$50,000 in SEM incentives over a 12-month period.
- 0 Eligible projects are limited to those not otherwise eligible for standard rebates or custom incentives (excluding low payback) through Focus on Energy.
- 0 Customers must be willing to share daily energy data on a monthly basis.
- 0 Customers must be able to commit necessary resources to achieve the participation expectations listed in step 5.

step 4

SUBMIT ENROLLMENT APPLICATION:

- 0 Enrollment approval is contingent upon the receipt of necessary documentation, including the enrollment application. Energy data is required within 30 days of enrollment.
- 0 Submit your completed enrollment application to business@focusonenergy.com or to your Energy Advisor.
- 0 Customers will be notified in writing of their approved enrollment and will work with Focus on Energy to move forward in the participation process.

step 5

PARTICIPATION REQUIREMENTS:

- 0 Limit participation to water treatment facilities.
- 0 Support the preparation of an energy model and corresponding performance tracker.
 - Provide Focus on Energy with energy-consumption data and requested business variables.
 - Tools used for energy tracking and reporting will be reviewed with the customer prior to the kickoff meeting.
- 0 Attend five virtual educational workshops.
- 0 Conduct an on-site treasure hunt with Focus on Energy Technical Experts to identify savings opportunities.
- 0 Participate in monthly meetings with Focus on Energy to review performance.
- 0 Engage with Focus on Energy to implement energy efficiency opportunities.
- 0 Earn savings and incentives.
 - Receive an incentive of \$0.02/kWh and \$0.20/therm saved, up to \$50,000 in a 12-month period.

WATER TREATMENT SEM COOPERATIVE ENROLLMENT APPLICATION

FOR PROJECTS ENROLLED BY 5/30/2026



Complete all sections. Incomplete applications will delay approval. Entry is limited to the first 10 customers. For an electronic copy of this form visit focusonenergy.com/business/wastewater.

section 1

ACCOUNT AND CUSTOMER INFORMATION

Tax Identification Number (Check one) FEIN or SSN*

*If you use a Social Security Number (SSN) as your Tax Identification Number, **do not provide it below**. You will be contacted by the Program via email to provide a copy of your W-9 using a secure online portal, if it is not already on file. **You must list an email address in Section 4.**

FEIN

TAX CLASSIFICATION OF CUSTOMER

(Check one. Required for all businesses, including non-profits.)

- Sole Proprietorship S Corporation Partnership
 C Corporation LLC - S Corp LLC - Partnership
 LLC - C Corp Single-Member LLC
 Other _____

OWNER NAME (REQUIRED IF SSN IS USED AS TAX IDENTIFICATION NUMBER)

COMPANY NAME

LEGAL ADDRESS (AS SHOWN ON COMPANY W-9)

CITY STATE ZIP

WHO DID YOU WORK WITH FROM FOCUS ON ENERGY? (CONTACT NAME)

section 2

PARTICIPATING SITE INFORMATION

(Refer to your utility bills for account numbers below.)

PARTICIPATING SITE NAME

PARTICIPATING ADDRESS

CITY STATE ZIP

ELECTRIC UTILITY AT JOB SITE ELECTRIC ACCOUNT #

GAS UTILITY AT JOB SITE GAS ACCOUNT #

- JOB SITE ADDRESS IS SAME AS LEGAL ADDRESS
 JOB SITE ADDRESS IS DIFFERENT (COMPLETE BELOW)

OTHER ENERGY USED

APPROXIMATE ANNUAL KWH

APPROXIMATE ANNUAL THERMS

section 3

BUSINESS PAYMENT INFORMATION

Payee is responsible for any associated tax consequences.

For All Payees

Mail check to: Customer Legal Address Job Site Address
 Alternate Address

COMPANY NAME

LEGAL ADDRESS (AS SHOWN ON COMPANY W-9)

CITY STATE ZIP

ATTENTION TO (OPTIONAL)

section 4

CUSTOMER CONTACT INFORMATION

Executive Sponsor (Decision Maker)

NAME

TITLE

EMAIL

PHONE

SIGNATURE

DATE

Energy Champion (Day-to-Day Contact)

NAME

TITLE

EMAIL

PHONE

SIGNATURE

DATE

Submit applications and supporting documentation to:

MAIL: Focus on Energy
725 W. Park Avenue
Chippewa Falls, WI 54729

EMAIL: business@focusonenergy.com

SIGN
HERE

SIGN
HERE

PARTICIPATION REQUIREMENTS

NEED HELP? Call 800.762.7077

Use the eligibility requirements below to see if your business qualifies for program rebates or incentives. You can also visit focusonenergy.com to find savings opportunities specific to your business.

INFORMATION AND REQUIREMENTS

Before you start your project, make sure you are familiar with participation requirements, program information, and Terms and Conditions.

General Terms and Conditions

Review the Focus on Energy Terms and Conditions at focusonenergy.com/terms or call 800.762.7077 to request a copy.

Rebate and Incentive Limits

Rebates and incentives are limited to \$50,000 per SEM project and \$400,000 per customer per calendar year for all Focus on Energy rebates (standard and custom). Depending on the business tax classification of the payee, the entity receiving the rebate or incentive payment may receive IRS form 1099 for incentives totaling over \$600 in a calendar year.

Reminder: Rebates and incentives are capped at 100% of equipment cost unless otherwise noted. Equipment cost is the amount paid by the customer for qualifying equipment, excluding any Focus on Energy rebate or incentive credit, shipping, and sales tax. Like-for-like equipment replacement due to recall, warranty replacement, etc. is not eligible for a rebate or incentive.

**For more information,
call 800.762.7077
or visit focusonenergy.com**

REDUCING ENERGY WASTE ACROSS WISCONSIN

Focus on Energy, Wisconsin utilities' statewide program for energy efficiency and renewable energy, helps eligible residents and businesses save energy and money while protecting the environment. Focus on Energy information, resources, and financial incentives help to implement energy efficiency and renewable energy projects that otherwise would not be completed.

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