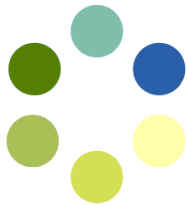




focus on energysm

Partnering with Wisconsin utilities

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**Business Programs:
Renewable Energy Competitive
Incentive Program**

Proposal Submission Requirements

Proposal Due: Friday, March 8, 2013 by 5:00 p.m. CST

Issued: Wednesday, February 6, 2013

1.0 SUBMISSION REQUIREMENTS

Applicants must submit proposals which contain all of the following items. Proposals which do not include all of the following items may be disqualified.

- Cover Page with signature
- Executive Summary with Table 1- Key Project Metrics
- Scope of Work (Sec. 2.2)
- System Overview (Sec. 2.2.1)
- System Design (Sec. 2.2.2)
- Project Budget (Sec. 2.2.3)
- Renewable Energy Production and Peak Demand Offset (Sec. 2.2.4)
- Utility History (Sec. 2.2.5) (14 months of utility bills; December 1, 2011 to January 30, 2013)
- Project Payback (Sec. 2.2.6)
- Energy Efficiency (Sec. 2.2.7)
- Work Plan and Project Timeline (Sec. 2.2.8)
- Financial Need (Sec. 2.2.9)
- Input Tracking (Biomass Systems Only) (Sec. 2.2.10)
- System Specifications (Sec. 2.2.11)



2.0 Cover Page

Applicants shall complete this Cover Page which clearly identifies the name of the organization or individual submitting the proposal, a brief Project description, and the job site. The Cover Page should be signed by an authorized representative, and should not exceed one (1) page in length.

The table below must be submitted with the proposal. Applicants may copy this page.

Applicant:	Applicant's Name:	Tax Identification Number (9-digit FEIN or SSN)
Project Site Location:	Project Name	
	Site Address:	
	City:	County:
	State: WI	Zip:
	Electric Provider:	Electric Acct. #
	Natural Gas Provider:	Natural Gas Acct. #
Primary Contact and Mailing Address:	Name:	
	Address	
	City	County:
	State:	Zip:
	Phone:	Fax
	E-Mail:	
Technology:	Group 1: Biogas [] Biomass [] Geothermal [] Group 2: Solar Photovoltaic [] Solar Thermal [] Wind []	
Project summary (less than 200 words):		
Authorized Signature:	Signature:	Date:



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2.1 Executive Summary

The Executive Summary shall include a narrative explaining why the Applicant is pursuing a Focus on Energy Incentive, how the proposed system will be successful, and how the proposed system will affect the Customer.

Applicants must also complete **Table 1 - Key Project Metrics**, as provided below, in the Executive Summary. Instructions for completing Table 1- Key Project Metrics are found throughout Section 2.2 – Scope of Work. Failure to provide Table 1 - Key Project Metrics in the Executive Summary may result in disqualification of the proposal.

Table 1: Key Project Metrics

Key Project Metrics	
(a) Expected Useful Life of renewable technology (years)	
(b) Total Eligible Project Cost (\$)	\$
(c) Project first costs (\$)	\$
(d) Annual kWh Production (kWh) of renewable technology	
(e) Annual Therms Production (Therms) of renewable technology	
(f) Annual Peak Demand Offset (kW) of renewable technology	
(g) Average 2012 utility rate \$ per kW	\$
(h) Average 2012 utility rate \$ per kWh	\$
(i) Average 2012 utility rate \$ per Therm	\$
(j) New construction (Yes or No)	
(k) Annual energy cost in 2012 (\$)	\$

Note: Enter N/A for any Metric that does not apply to the proposed system.

2.2 Scope of Work

Proposals must describe the business, the specific job site and an overview of the proposed renewable energy system. The scope of work must include the following sections (2.2.1 through 2.2.11).

2.2.1 System Overview

The System Overview should include a description of the proposed system and first year energy production (kWh and Therms) and demand offset (kW). Applicants shall include project background information, information on specific site location, and Project objectives.

2.2.2 System Design

All proposals shall include a narrative of Project capacity utilization and infrastructure integration. This narrative should include the following:



- A description of how much electricity and waste heat will be utilized on site.
- Expected useful life of renewable energy system. (Enter this number in **line (a)** of Table 1 – Key Project Metrics in the Executive Summary). This number should appear in the equipment technology spec sheet or be available from the vendor or manufacturer.
- How the processes and systems that will utilize the electricity and waste heat from the proposed system are currently powered (how they would be powered for new facilities).
- Anticipated changes in building use or process patterns that will impact utilization of the system.
- Concurrent physical improvements to the facility that will impact utilization of the system.

2.2.3 Project Budget

Applicants must provide a description of the Project Budget, as well as an itemized list of proposed equipment and all Eligible Project Costs. Eligible Project Costs include renewable energy generating equipment and materials. If equipment, materials and costs would have been incurred for a non-renewable energy system, they are not an Eligible Costs. Project proposals with itemized costs should be provided when available.

Please provide a listing of ALL Eligible Project Costs; Table 2- Eligible Project Costs is provided below as a template. Additional lines may be added to this table. Once eligible project costs are calculated enter the total amount into **line (b)** of Table 1 – Key Project Metrics in the Executive Summary.

Table 2: Eligible Project Costs

Line Item of Cost Category Description	Cost (\$)
1.	\$
2.	\$
3.	\$
4.	\$
5.	\$
Total project cost (enter this value into line (b) of Table 1 – Key Project Metrics in the Executive Summary)	\$

First cost is the incremental cost of purchasing the new renewable technology equipment. The incremental cost is the difference between the cost of the renewable equipment and the cost of the efficient equipment that would have otherwise been installed. Labor is not included in the first cost since it is a cost that would be incurred regardless of whether the equipment was upgraded or not.



- Provide project first cost (\$) in **line (c)** of Table 1- Key Project Metrics in the Executive Summary.

2.2.4 Renewable Energy Production and Peak Demand Offset

Applicants shall provide a description of all calculations and assumptions made when determining the anticipated renewable energy production from the proposed system in kWh and Therms. Projected energy production shall be based on reasonable or code compliant baselines where applicable. Applicants shall provide all calculations and assumptions for determining the energy production (kWh, Therms) and peak kW demand offset. Applicants must provide documentation justifying assumptions, including the capacity factor, used in calculations.

Final annual kWh and Therms production values and peak demand offset kW shall be provided in **lines (d) (e) and (f)**, respectively, in Table 1- Key Project Metrics in the Executive Summary.

2.2.5 Utility History

Documentation of all utility consumption in the past (14) months from December 1, 2011 through January 31, 2013 must be provided with each Project proposal. The 14 months of utility statements shall be provided as an attachment to the proposal.

Applicants should provide their **average** utility rate cost per kW, kWh, and Therm for 2012 in **lines (g), (h), and (i)** of Table 1 – Key Project Metrics in the Executive Summary. These average rates will be checked against the utility statements provided by the Applicant. If statements for all of 2012 are not provided then the proposal may be disqualified.

If the site is new construction and not currently metered Applicants may either contact their utility for an estimated average rate per kW, kWh, and Therm for the year 2012, or use a generic rate of \$0.08/kWh and \$0.80/Therm. Applicants shall indicate whether the project is associated with new construction by answering yes or no in **line (j)** of Table 1 – Key Project Metrics in the Executive Summary

2.2.6 Project Payback

As part of the proposal review, Focus on Energy will calculate the applicant's Project payback, in years, without an Incentive. Simple payback means the amount of time needed for energy savings to equal the purchase price. To calculate the amount of time needed to recoup investment costs through energy savings simple payback is calculated by taking the initial cost and dividing it by the cost savings each year. Simple payback will be calculated for first-year cost savings at current utility rates. Applicants shall provide the following information to facilitate calculation of project payback:



- Provide annual energy costs (\$) in **line (k)** of Table 1- Key Project Metrics in the Executive Summary.

2.2.7 Energy Efficiency

Existing facilities must list all energy efficiency Projects completed within the last four (4) years, including but not limited to those which received Incentives from Focus on Energy. Applicants shall provide as much information as is known for each Project. Solar photovoltaic, solar thermal, wind and geothermal technology applicants are required to have completed or have plans to complete energy efficiency projects within the year.

New construction Projects must provide documentation of one (1) of the following:

- Building design pursuing ENERGY STAR certification.
- Design plan or example scorecard that will receive at least five (5) points under LEED 2009 Energy and Atmospheres Credit 1.

2.2.8 Work Plan and Project Timeline

Applicants must submit a detailed Work Plan that describes all tasks, deliverables and Project milestones for the proposed system.

A detailed timeline must be submitted for the proposed system, including tasks, deliverables and milestones, such as system start-up, and their respective start and end dates. A sample project timeline is provided as Table 3; however Applicants may submit a Gantt or equivalent.

Table 3 – Project Timeline

Task	Start date	End date
1.		
2.		
3.		

2.2.9 Financial Need

Applicants shall detail the need for Focus on Energy Incentives to make the Project possible, illustrating why additional funding is needed. Examples include relating return on investment (ROI) or corporate payback requirements, highlighting any lack of alternative capital, or a risk scenario analysis with and without Focus on Energy funding. Applicants should identify any other additional funding sources, the use or purpose, and amount. The table below is provided as an example:

Source	Use/Purpose	Funding	% of Project Cost
<i>Ex. USDA Grant</i>	<i>Purchase equipment</i>	<i>\$50,000.00</i>	<i>15%</i>



2.2.10 Input Tracking

Applicants that are proposing a Biomass system must provide a detailed plan of tracking all Renewable Fuel inputs into the biomass system. This requirement does not apply to proposed Biogas, Geothermal, Solar Photovoltaic, Solar Thermal, or Wind systems.

2.2.11 System Specifications

Applicants must provide engineering and system specifications pertinent to the proposed system, as well as a vendor quote.

3.0 PROPOSAL PROCESS

3.1 Proposal Submission

Below is information about the proposal due date, time and place for submission:

Due Date: Friday, March 8, 2013
Time Due: 5:00 p.m. Central Standard Time

One (1) hard copy shall be sent to the following address and must include an electronic version of the proposal.

To: Focus on Energy
Attention: RECIP c/o Cait
Address: 1 South Pinckney, Suite 340
Madison, WI 53703

Copies: One (1) hard copy, double-sided. No 3-ring binders or spiral bound.

Signature: Applicant must sign the original hard copy.

Electronic: One compact disc (CD) OR one (1) jump/flash drive

Proposals must be received by Focus on Energy by the time and date above. Absolutely no proposals will be accepted after the deadline.