



# MUNICIPAL AND AGRICULTURE PUMP ASSESSMENT

Oversized and inefficient pumps are often to blame for poor performance and high electric bills. Conducting a comprehensive assessment of your pumping system helps identify performance issues and opportunities for energy efficiency improvements.

Examples of potential energy-saving upgrades identified by your pump assessment:

- Reduce motor HP or modify system elements, like distribution pipes and nozzles.
- Rebuild the pump with new impellers, trimmed impellers, or replace the pump.
- Add a VFD or modify the existing pump control method.
- Install a Premium+ Efficiency motor.

FOCUS ON ENERGY® is offering an incentive of \$500 per pump assessed, up to 100% of the assessment cost. Qualifying pumps must be **40 HP or greater** and operate a minimum of **500 hours per year**. A [participating electric utility](#) must serve the site.

Schedule a pump assessment today\* with a Focus on Energy Trade Ally and uncover the potential energy savings within your reach. Additional prescriptive or custom incentives may be available for projects identified as part of your assessment. **NOTE:** Receive a 50% bonus, up to \$2,000, for installing a VSD on your pump within six months of the pump assessment. Visit [focusonenergy.com/specialofferings](https://focusonenergy.com/specialofferings) for details.

## Enrollment Process

1. Choose a Trade Ally to perform the pump assessment.
2. Complete a Pump Assessment Data Collection form for each unique pump assessed.
3. Submit the completed application with data collection form(s), a copy of the itemized invoice(s), and pump curve(s) to [business@focusonenergy.com](mailto:business@focusonenergy.com).
4. Receive the incentive payment upon application review and approval.

*\*Schedule pump assessment during normal operation periods to avoid additional demand charges from the utility.*

## 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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## Looking for a Trade Ally?

1. Visit Find a Trade Ally Tool at [focusonenergy.com/findatradeally](https://focusonenergy.com/findatradeally).
2. Select **Business**.
3. Choose **Mechanical and Pump Systems** from the service options.

Home

Business

What service do you need?

Mechanical and Pump Systems



# INCENTIVE APPLICATION

FOR ASSESSMENTS COMPLETED BY 12/31/2023



Complete all sections. Incomplete applications cannot be processed and will delay payment of incentives. **Applications must be submitted within 60 days of completed project installation**, no later than January 31, 2024. For additional copies of this form, visit [focusonenergy.com/catalogs](https://focusonenergy.com/catalogs).

## 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 3.**

FEIN

### TAX CLASSIFICATION OF CUSTOMER

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

- ☐ Sole Proprietorship ☐ Individual ☐ Single-Member LLC  
☐ C Corporation ☐ S Corporation ☐ Partnership  
☐ LLC - C Corp ☐ LLC - S Corp ☐ LLC - Partnership

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

### JOB SITE INFORMATION

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

JOB SITE BUSINESS NAME

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)

JOB SITE ADDRESS

CITY STATE ZIP

## section 3

### CUSTOMER CONTACT INFORMATION

JOB SITE CUSTOMER CONTACT NAME

PRIMARY PHONE # EMAIL ADDRESS

- ☐ I opt in to receive program updates via text message.  
Preferred method of contact: ☐ Call ☐ Email ☐ Text

If Focus on Energy has a question about this application, we should contact: ☐ Customer ☐ Trade Ally ☐ Other \_\_\_\_\_

## section 4

### TRADE ALLY INFORMATION

TRADE ALLY CONTACT NAME

PRIMARY PHONE # EMAIL ADDRESS

TRADE ALLY COMPANY NAME

ADDRESS

CITY STATE ZIP

## section 5

### BUSINESS PAYMENT INFORMATION

Payee is responsible for any associated tax consequences.

**Make incentive check payable to:**

- ☐ Customer ☐ Trade Ally ☐ Other Payee

If Other Payee is selected, the relationship to the utility account holder must be identified below:

- ☐ Tenant ☐ Building Owner ☐ Other (specify) \_\_\_\_\_

**For All Payees**

- Mail check to:** ☐ Customer Legal Address ☐ Job Site Address  
☐ Trade Ally Address ☐ Alternate Address

COMPANY NAME

LEGAL ADDRESS (AS SHOWN ON COMPANY W-9)

CITY STATE ZIP

ATTENTION TO (OPTIONAL)

### For Trade Ally and Other Payees

Trade Allies must be registered with the Program and have a current W-9 on file to receive payment.

**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 below.

FEIN

### Tax Classification of Payee

(Check one. Required for all businesses, including nonprofits.)

- ☐ Sole Proprietorship ☐ Individual ☐ Single-Member LLC  
☐ C Corporation ☐ S Corporation ☐ Partnership  
☐ LLC - C Corp ☐ LLC - S Corp ☐ LLC - Partnership  
☐ Other \_\_\_\_\_

### Payee Contact Information

NAME EMAIL ADDRESS

## section 6

### BUSINESS PROPERTY TYPE

Select one (1) property type that best describes your business:

- ☐ Agriculture Producer - Crop: \_\_\_\_\_
- ☐ Government - Water/Wastewater

## section 7

### INCENTIVE PRODUCT INFORMATION

Refer to:

- The Trade Ally must complete a Pump Assessment Data Collection form for each unique pump assessed.
- If multiple pumps are assessed on the same site, list the tag/serial # for each pump.
- Incentive is \$500/pump assessed.
- Incentives are capped at 100% of assessment cost.

PUMP	SITE/PUMP TAG/SERIAL #
<i>Example #1</i>	<i>Example (North Field/Pump #1)</i>
1	
2	
3	
4	
5	
6	
7	
8	

Itemized Invoice(s) Attached:	Yes <input type="radio"/>	(A) # OF PUMPS ASSESSED X \$500	\$
Pump Curves Attached:	Yes <input type="radio"/>	(B) TOTAL INVOICE	\$
INCENTIVE TOTAL* (INCENTIVE TOTAL = LOWER OF A OR B)			\$

## section 8

### CUSTOMER SIGNATURE

I, the undersigned Customer, agree the stated energy-efficiency measure(s) was (were) installed at the job site address listed above as part of the Focus on Energy Program. I have read and agreed to the provisions set forth herein and to the Terms and Conditions posted at [focusonenergy.com/terms](http://focusonenergy.com/terms). I understand Focus on Energy may revise these Terms and Conditions at any time, and I will not be notified in the event changes are made. To the best of my knowledge, the statements made on this application are complete, true and correct, and I have submitted the appropriate supporting documentation to receive an incentive.

If the Customer is identified as the Payee in Section 5, the following certifications are required for this form to substitute for the Internal Revenue Service (IRS) form W-9. Under penalty of perjury, 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 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. person.

The IRS does not require my consent to any provision of this document other than the certifications required to avoid backup withholding.



CUSTOMER SIGNATURE

NAME (PRINT)

DATE

Submit applications and supporting documentation to:

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

**EMAIL:** [business@focusonenergy.com](mailto:business@focusonenergy.com)

\*Incentive may be adjusted based on project caps. See measure requirements and Terms and Conditions for more information.

# 2023 PUMP ASSESSMENT DATA COLLECTION

COMPLETE A SEPARATE FORM FOR EACH PUMP ASSESSED

Date of Assessment: \_\_\_\_\_

Technician Name: \_\_\_\_\_

Job Site Name: \_\_\_\_\_

Job Site Address: \_\_\_\_\_

Pump Tag/Identifier: \_\_\_\_\_

Annual Hours of Operation: \_\_\_\_\_

## Existing Equipment Information (Complete all applicable fields.)

Motor Information		Pump Information		Well Information
Manufacturer: _____	Voltage: _____	Manufacturer: _____	Discharge Pipe Dia. (in.): _____	Well Depth (ft.): _____
Model: _____	RPM: _____	Model: _____	Stages/Bowls: _____	Column Length (ft.): _____
Rated HP: _____	Full Load Power Factor: _____	Rated Flow (GPM): _____	Pump Type: _____	Column Diameter (in.): _____
Full Load Amps: _____	Efficiency: _____	Rated THD (ft.): _____		Total Length (ft.): _____
Comments: _____				

## Measured Data (Complete all applicable fields).

- Test conditions should reflect operating conditions.
- Take measurements at multiple system conditions to provide a basis for recommendations or savings calculations.
- Use the additional lines provided for various system conditions.

Amps	kW Input <sup>1</sup> (calculated)	Static Head <sup>2</sup> (ft.)	Well Drawdown <sup>3</sup> (ft.)	Total Dynamic Head <sup>4</sup> (ft.)	Pump Flowrate <sup>5</sup> (GPM)
	(A)			(B)	(C)
Comments: _____					

<sup>1</sup>kW input: Calculate using the following equation (Volts \* Amps \* Power Factor \* 1.732 / 1000). If you don't have Power Factor (PF), assume 0.9 PF.

<sup>2</sup>Static Head: Feet of total vertical lift while pump is operating (including well drawdown if applicable).

<sup>3</sup>Well Drawdown: Feet of drawdown when pump is turned ON. This is the difference between the elevation of water in the well when pump is OFF and elevation of water in the well when pump is ON. Well drawdown should be included in Static Head (ft.).

<sup>4</sup>Total Dynamic Head: Sum of Static Head and System Head (ft.) when pump is operating.

<sup>5</sup>Pump Flowrate: Gallons of water discharged per minute by the pump while operating.

## Measured Pump System Efficiency - Water Horse Power (WHP)/Brake Horse Power (BHP)

- 1.0 = specific gravity of water
- 3,960 = constant to convert horsepower to gal/min/ft.
- 0.746 = constant to convert horsepower to kilowatts

Measured Pump System Efficiency
(D) - WHP = B * C * 1.0 / 3,960 = : _____
(E) - BHP = A / 0.746 = : _____
Overall system efficiency (D / E) = : _____

Provide existing and proposed pump curves with pump operating parameters indicated (if applicable for recommendations).

Existing Pump System (If measured pump system efficiency was not calculated.)	Proposed Pump System
(A) - Pump efficiency (from curve): _____	(D) - Pump efficiency (from curve): _____
(B) - Motor electrical efficiency (from nameplate): _____	(E) - Motor electrical efficiency (from nameplate): _____
(C) - Drive electrical efficiency (if applicable): _____	(F) - Drive electrical efficiency (if applicable): _____
Overall system efficiency (A X B X C): _____	Overall system efficiency (D X E X F): _____

**Recommendations** (e.g., rebuilding pump with new impellers/trimming impellers, pump replacement, add VFD, reducing motor HP, modify pump system distribution pipes/nozzles/auxiliary equipment).

**Savings Potential** (Estimated energy saving from implementing recommendations above. [Show your calculations](#) below or provide an unlocked spreadsheet.)

Estimated annual savings (kWh)	(A) Estimated annual cost savings <sup>1</sup> (\$/Yr)	(B) Estimated project cost (\$)	Estimated return on investment (Years) (B / A)

<sup>1</sup>If \$/kWh rate is unknown, use \$0.08/kWh

# PARTICIPATION REQUIREMENTS

NEED HELP? Call 800.762.7077



## 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](https://focusonenergy.com/terms) or call 800.762.7077 to request a copy.

### Incentive Limits

Incentives are limited to \$300,000 per project and \$400,000 per customer per calendar year for all Focus on Energy incentives (prescriptive and custom).

Depending on the business tax classification of the payee, the entity receiving the incentive payment may receive IRS form 1099 for incentives totaling over \$600 in a calendar year.

### Trade Ally Information

A Trade Ally represents the company who provided/installed the equipment for a project or performed the service for which a Customer is seeking an incentive. Trade Allies who have signed an agreement with Focus on Energy are allowed to enjoy certain program benefits, one of which is to receive direct payment of incentives at the Trade Ally's request. Incentives can only be paid directly to a registered Trade Ally who has a W-9 on file with Focus on Energy. For more information on becoming a registered Trade Ally, visit [focusonenergy.com/tradeally](https://focusonenergy.com/tradeally).

The Federal Employer Identification Number (FEIN) and Tax Classification of the Trade Ally is required IF the incentive is paid directly to the Trade Ally. In this scenario, the credit must be clearly labeled as the Focus on Energy incentive and deducted from the amount due on the Customer's invoice.

If your project was completed by more than one Trade Ally (example, equipment was purchased from one Trade Ally but installed by another Trade Ally) and the incentive is being paid to you the Customer, enter the information of the Trade Ally who installed your equipment in Section 4: Trade Ally Information. If the equipment was self-installed, enter the information of the Trade Ally from whom you purchased the equipment.

### Assignment of Incentives to Other Payee

The Customer for the project site listed on the application may assign their right to participate and receive incentives to Other Payee. The Customer must sign Section 8 and identify the Other Payee in Section 5.