



**Wisconsin Office of Energy Innovation
Energy Funding for Wisconsin Rural Communities: Choosing the
Right OEI Grant Program**

**January 9, 2024
11:00 AM – 12:00 PM**

Grant Application Instructions

[9709-FG-2023](#)

[9714-FG-2023](#)



Wisconsin Office of Energy Innovation

OEI Mission:

Developing Wisconsin's energy landscape to be secure, reliable, environmentally responsible, and growing the state's economy for all.

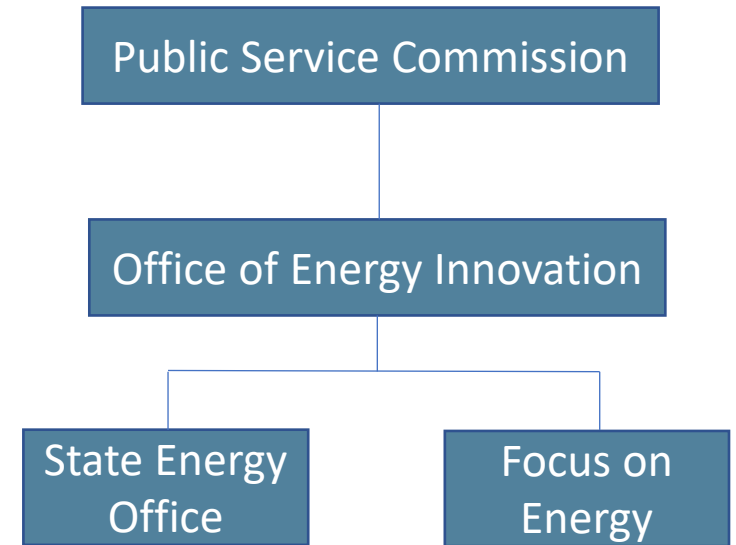
OEI Programs:

- [State Energy Office](#)
 - **Federally-funded:** Grants, Technical Assistance, Energy Statistics & Data, Energy Security
- [Focus on Energy](#)
 - **Utility ratepayer-funded:** Incentives, Technical Assistance, Training, Trade Ally Support

PSC Wisconsin Office of Energy Innovation Website:

<https://psc.wi.gov/Pages/ServiceType/OfficeEnergyInnovation.aspx>

Contact OEI: OEI@Wisconsin.gov



State Energy Office

- Implements the U.S. Department of Energy's State Energy Program
 - Federal formula and competitive energy grant funding
 - Energy-related planning
 - Technical assistance
- Implements the requirements of [Wis. Stat. § 196.025\(7\)\(a\)3](#)
 - State agency energy planning
 - Administer federal energy grants and programs
 - Maintain contingency plans for response to energy shortages
 - Provide energy efficiency and renewable technical assistance to local government
 - As needed, request public school utility data for technical assistance purposes

Background

- OEI has multiple open grant programs!
- Today's we'll discuss our 2 programs that support:
 - Energy planning
 - Energy efficiency
 - Renewable energy

OEI Grant Programs

Energy Innovation Grant
Program (EIGP)



Rural Energy Startup
Program (RESP)



Grid Resilience Program



Wisconsin's Refueling
Readiness (WRR)



Agenda

- Goals for today's Webinar
- Eligibility and Priority Factors for EIGP and RESP
 - Rural Communities Should Know
 - Mapping your Eligibility and Priority (OEI Map)
- Eligible Activities for EIGP and RESP
- Building a Planning Application
- Developing a Building Upgrade Application
- Factors to Consider When Choosing
 - RESP Eligible Activities and Funds
 - EIGP Eligible Activities and Funds
- FAQs
- Q&A—Use the Questions Section of the GoTo Menu

Goal for Today's Webinar

Which of these two programs fit your community's needs?

- Energy Innovation Grant Program (EIGP)
 - \$7.8 million for broad energy program, serving many applicant types
 - Due: March 1, 2024
 - Website: [EIGP Website](#)

and/or

- Rural Energy Startup Program (RESP)
 - \$2.3 million for a tailored energy program, serving Rural applicants
 - Due: January 31, 2024
 - Website: [RESP Website](#)

To be eligible:

- Manufacturers as defined by Wis. Stat. § 77.51(h)
- Municipalities, Universities, Schools, Hospitals, and Like Entities (MUSH Market): cities, villages, towns, counties, K-12 school districts, tribes, municipal water and wastewater utilities, municipal electric utilities, municipal natural gas utilities, electric cooperatives, University of Wisconsin System campuses and facilities, Wisconsin Technical College System, public or nonprofit hospitals, and 501(c)(3) nonprofits

To be given priority:

- Be within a Climate and Economic Justice Screening Tool-defined Disadvantaged Community, or have DAC located within project area [Climate and Economic Justice Screening Tool-defined Disadvantaged Community \(DAC\)](#)

Existing Resources:

- EIGP Webinar: [Slides](#)

To be eligible:

- Must be rural
 - Yes, we're rural—let's be sure by checking [the OEI map](#).
 - No, we're not—that's okay, you're still eligible for EIGP.
 - I don't know—let's check [the OEI map](#).

To be given priority:


- Be within a Climate and Economic Justice Screening Tool-defined Disadvantaged Community, or have DAC located within project area [Climate and Economic Justice Screening Tool-defined Disadvantaged Community \(DAC\)](#)
- Existing Resources:
 - RESP Webinar: [Recording](#) and [Slides](#)

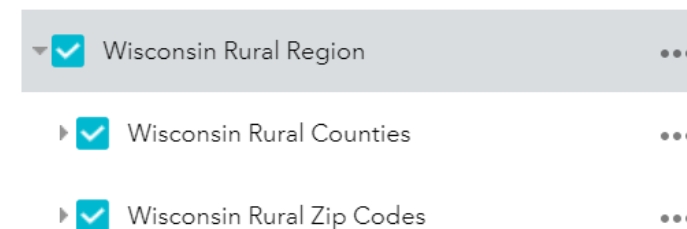
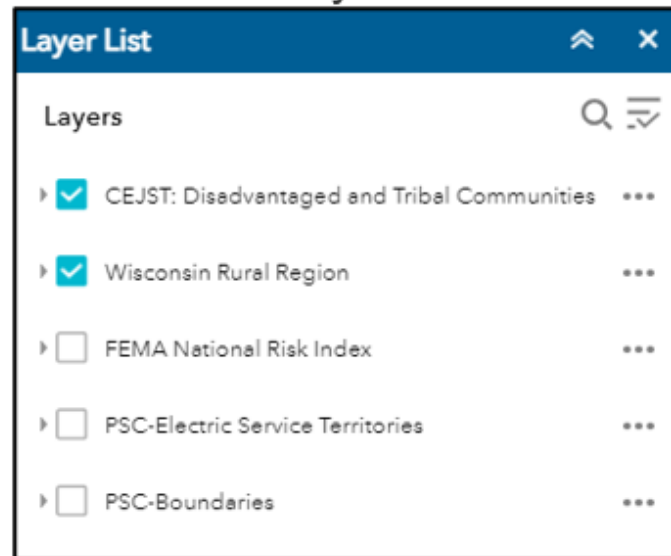
Eligibility- Rural Communities Should Know...

- Rural communities should know that they are eligible under both EIGP and RESP!
- RESP was designed for YOU!
 - RESP funding is for rural communities **only**
 - RESP has a short turnaround to get your projects started **soon** (Spring 2024!)

- [OEI Map](#)
- [Focus Rural Zip Code List](#)
- ***Applicants***, please use these tools to determine your eligibility, and respond to the required questions in the grant application!

Turning Layers On/Off

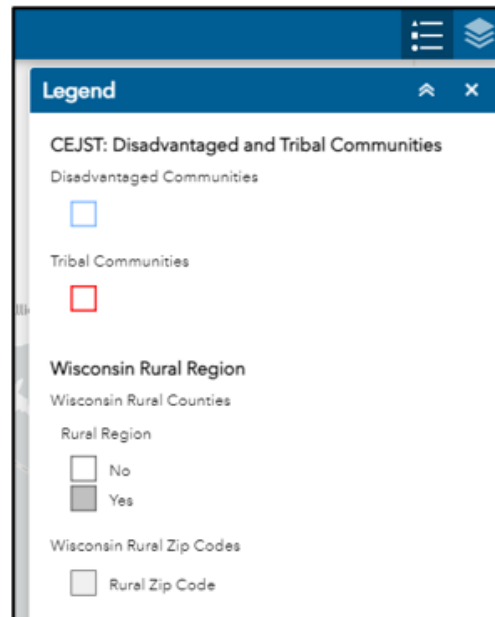
- Click on the Layer List icon  in the upper right corner of the screen.
- On: Click check box on the left of the layer name so that the box is checked.
- Off: Click check box on the left of the layer name so that the box is unchecked.



Eligibility- Mapping it out—Tips

Legend

A legend displays the meaning of the symbols, colors and styles used to represent geographic data on the map. You can find it on the legend tab next to the layers tab on the top right corner of the application.



Note: Only legends of the selected layers will be visible.

Eligibility- Mapping it out—Tips

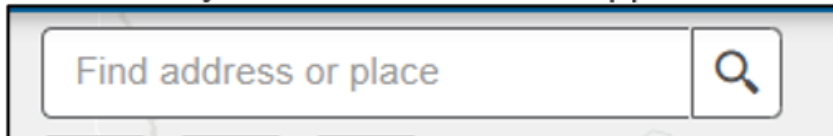
Finding Location:


-Enter your address in the search bar.

-Click Search button .

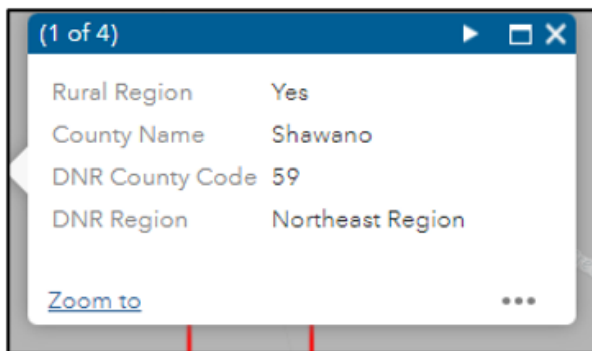
Or

-Click My Location icon  in upper left corner.




Find address or place 

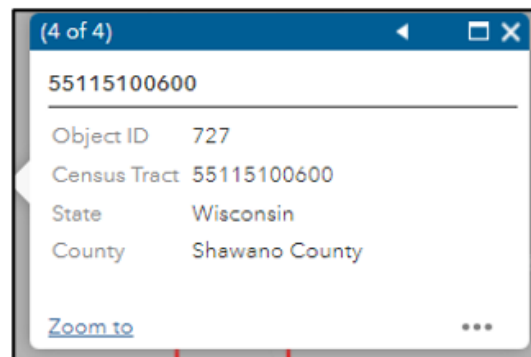
The pop-up icon provides the county name, rural region: yes/no and other essential information depending on the layers selected.



(1 of 4)

Rural Region	Yes
County Name	Shawano
DNR County Code	59
DNR Region	Northeast Region


[Zoom to](#) 



(4 of 4)



55115100600

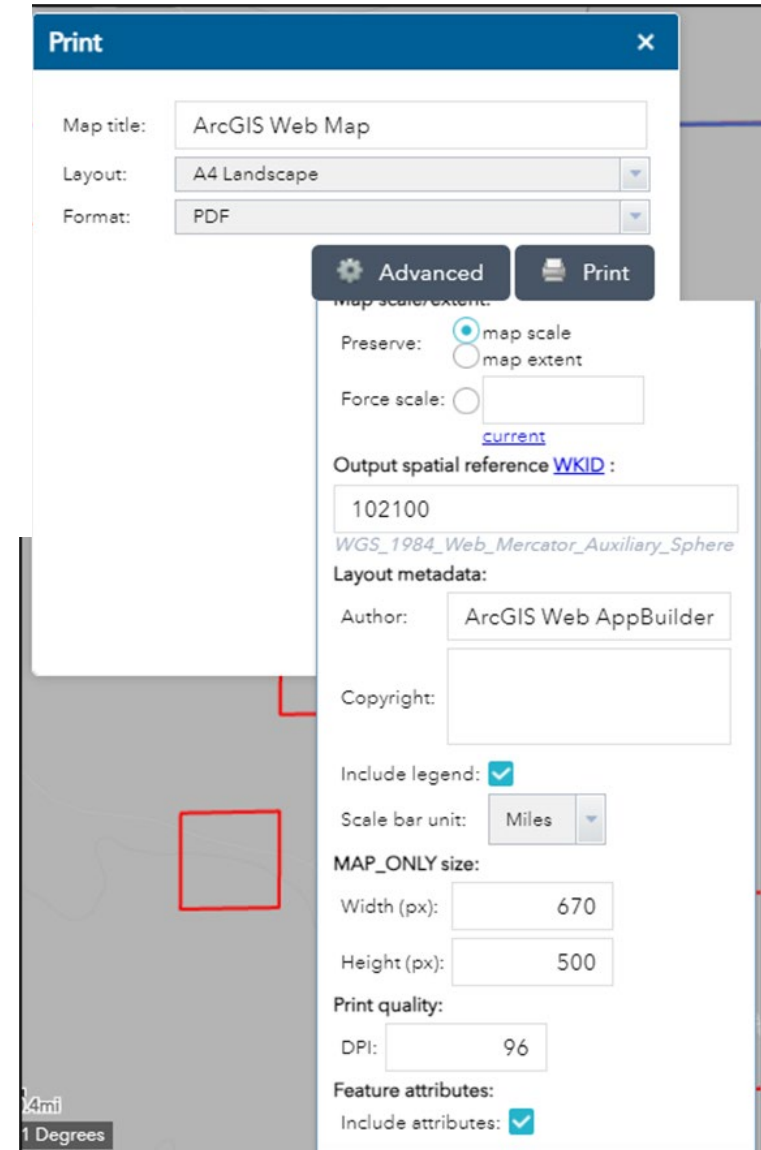
Object ID	727
Census Tract	55115100600
State	Wisconsin
County	Shawano County

[Zoom to](#) 

Eligibility- Mapping it out—Tips

Save/Print:

- Click Save/Print icon .
- Customize print settings if desired.
 - Under Advanced setting you can check "Include Attributes" to have the legends listed.
- Click Print button  in dropdown menu.
- When export is finished, Click the file name.
- Save and/or Print from the internet browser.

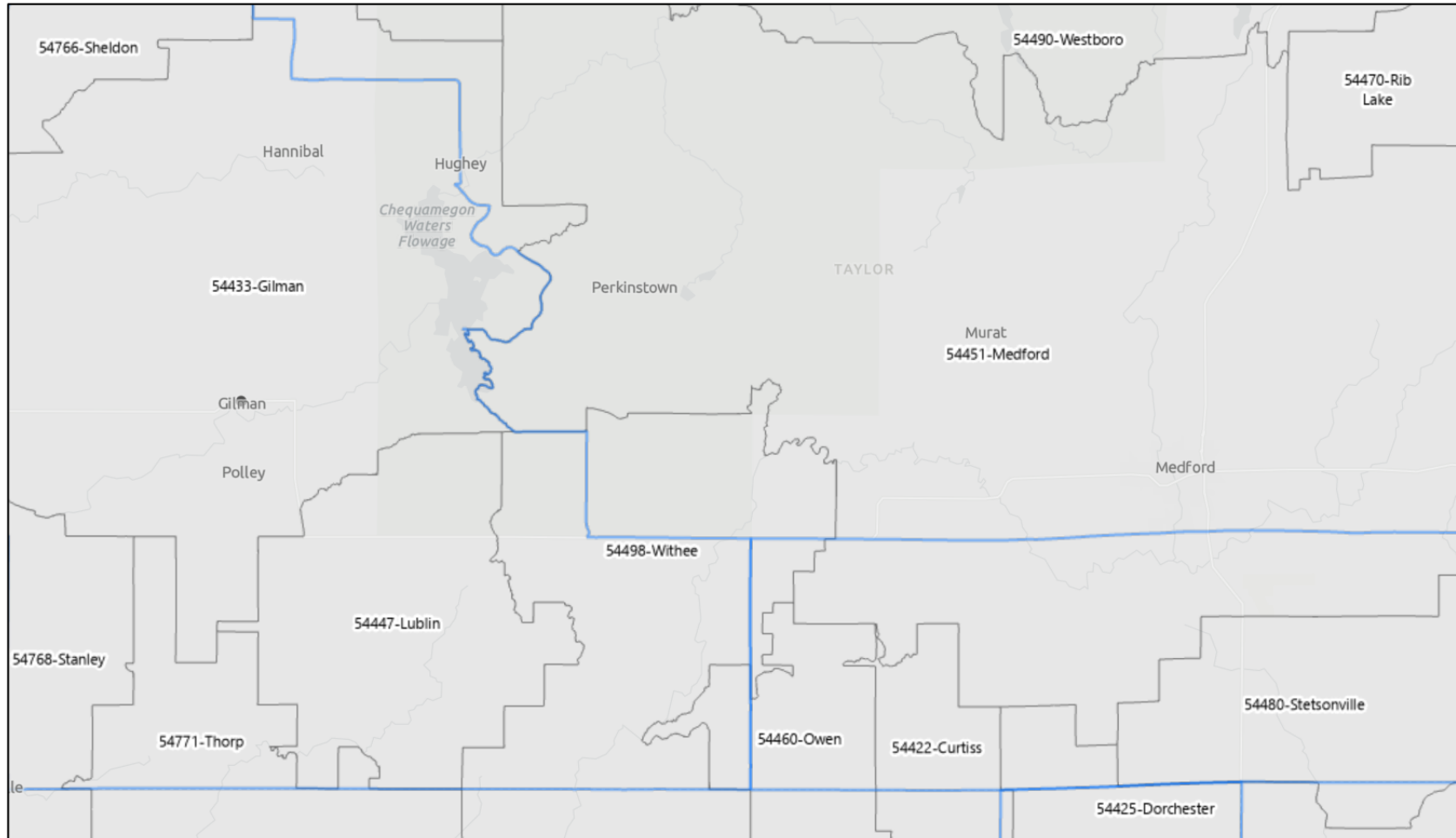


The screenshot shows the ArcGIS Print dialog box with the following settings:



- Map title: ArcGIS Web Map
- Layout: A4 Landscape
- Format: PDF
- Advanced settings:
 - Map scale/extent: Preserve: map scale, map extent
 - Force scale: (current)
 - Output spatial reference WKID: 102100 (WGS_1984_Web_Mercator_Auxiliary_Sphere)
 - Layout metadata: Author: ArcGIS Web AppBuilder, Copyright: (empty)
 - Include legend:
 - Scale bar unit: Miles
 - MAP_ONLY size: Width (px): 670, Height (px): 500
 - Print quality: DPI: 96
 - Feature attributes: Include attributes:

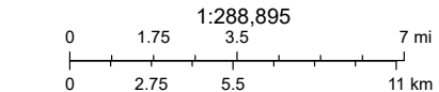
Eligibility- Mapping it out—Tips

ArcGIS Web Map



1/8/2024, 3:24:43 PM

-  Disadvantaged Communities
-  Rural Zip Code



Esri, TomTom, Garmin, SafeGraph, METI/NASA, USGS, EPA, NPS, USDA, USFWS



Wisconsin Office of Energy Innovation

Activity 1: Renewable Energy and Energy Storage

- This activity category is for applicant-owned projects seeking to install a solar photovoltaic (PV) system, a renewable energy system other than solar PV, a standalone energy storage system, or a project that will combine an energy storage system with solar PV or another renewable energy system, including a Level 3 microgrid.

Activity 2: Energy Efficiency and Demand Response

- This activity category is for projects seeking to increase energy efficiency, process efficiency, demand response improvements, beneficial electrification, or any combination thereof.

Activity 3: Comprehensive Energy Planning & Feasibility Studies for Microgrids

- This activity category is for projects undertaking a number of energy planning efforts and feasibility studies for microgrids.

Activity 1: Comprehensive Energy Planning

- Funds technical consultant services to assist the eligible applicant in the development of Comprehensive Energy Planning.

[Blueprint 1: Energy Planning | Department of Energy](#)

Activity 2: Renewable Resource Planning

- Funds technical consultant services to assist the eligible applicant in the development of Renewable Resource Planning

[Blueprint 3D: Renewable Resource Planning for Rural and Tribal Communities | Department of Energy](#)

Activity 3: Audits and Building Upgrades

- Identifying potential energy saving opportunities in building and provide the technical and financial information needed to evaluate and approve energy efficiency, electrification, and grid interactivity retrofits.
- Explore energy audit results including retrofitting existing buildings, presenting an opportunity to improve the energy performance and operational costs of building assets.

[Blueprint 2A: Energy Efficiency: Energy Audits, Building Upgrades | Department of Energy](#)

Okay, I'm interested, how do I choose?

- Decide which grant is best for you (You can apply to both)
- Decide which activity you're interested in
 - [RESP Application Instructions](#)
 - [EIGP Application Instructions](#)

- Did you know?

You can apply to all three activities in each of these programs

- one application per activity
- *that's a lot of applications!*

- Review the DOE Blueprints for RESP and know what's being asked
 - [RESP Activity 1](#) (Comprehensive Energy Planning)
 - [RESP Activity 2](#) (Renewable Energy Planning)
- Build buy-in and support
 - Example: for Comprehensive Energy Planning, input and buy-in from key personnel will be needed as implementation and funding strategies are considered.

Example: Comprehensive Energy Plan



	RESP	EIGP
1. Which Activity?	Activity 1	Activity 3
2. Total Request?	\$75,000 maximum ; No match required.	\$50,000 maximum for Single Eligible Applicant Multiple Eligible Applicants Applying as a Consortium : \$100,000 for Two Eligible Applicants \$150,000 for Three Eligible Applicants \$200,000 for Four or More Eligible Applicants
3. Activity Budget	No limit out of \$2.3 million	\$1 million out of \$7.8 million
4. Unique Aspect	For your individual community only	Your individual or a consortium of communities

Plan—What information is needed to write the grant?

- Example: For Activity 3, Audit and Building Upgrade, if you're doing a building upgrade, you need an audit or assessment done that meets all the requirements.
- [RESP Activity 3](#) (Audit and/or Building Upgrade)

Gather Your Data and All other Materials

- Example Question #9 from Application: Describe the **effectiveness or desired results of the plan, audit, or assessment project in setting baseline information** and preparation for, or the **effectiveness of the upgrade project in, saving or producing clean energy** in terms of kilowatts, kilowatt hours, therms, gallons of gasoline, etc. Applicants may access the EPA Greenhouse Gas (GHG) Equivalencies Calculator here: <https://www.epa.gov/energy/greenhouse-gasequivalencies-calculator> to quantify emissions reductions (carbon, other GHGs, etc.) associated with estimated project energy savings. **At minimum, applicants should provide the type of energy currently used in the community (electric, natural gas, propane, other) that the project could affect.**
- You'll want to gather your baselines if you're doing a Building Upgrade (check your audit and tools in App Instructions) or if you're doing Planning, you'll want to describe how it'll help your community know this data and why that's important.

Example: Lighting Project

	RESP	EIGP
1. Which Activity?	Activity 3	Activity 2
2. Total Request?	\$75,000 maximum; No match required.	\$1,000,000 maximum (match not required, but match will be considered during evaluation)
3. Activity Budget	No limit out of \$2.3 million	\$3.4 million out of \$7.8 million
4. Preparation Needed	Completed audit at the time of application or willingness to commit to completing an audit before upgrading the lighting using the grant	Preference placed on readiness to implement. For example, completed audit at the time of application



Factors to Consider When Choosing

	RESP	EIGP
1. What am I eligible for?	MUST be Rural Priority given to DAC	Manufacturers, Municipalities, Universities, Schools, Hospitals, and Like Entities
2. How much money do I need?	\$75,000 maximum; No match required. \$2.3 million total.	Depends on the activity and number of entities applying together \$7.8 million total.
3. What goes into the evaluation?	Based on eligibility Merit review only if more than \$2.3 million requested	Competitive merit review (See Section 6.1 in Application Instructions for breakdown)
4. What's my competition?	Unknown but no full applications submitted yet	104 applicants in 2022, 32 funded
5. How much time do I have?	January 31, 2024	March 1, 2024

RESP Eligible Activities and Funds

Activity	Maximum Grant Request	Available Funds per Activity
1. Comprehensive Energy Planning	\$75,000	*Potentially All
2. Renewable Resource Planning	\$75,000	*Potentially All
3. Energy Audits and Building Implementations	\$75,000	*Potentially All
	Total: \$2.3 million	

- Can request less.
- Commission is open and flexible to the needs of you. The goal is to be responsive to rural needs.

EIGP Eligible Activities and Funds

Activity	Maximum Grant Request	Available Funds per Activity
1. Renewable Energy and Energy Storage	*Depends on Activity	\$3,400,000
2. Energy Efficiency and Demand Response	*Depends on Activity	\$3,400,000
3. Comprehensive Energy Planning & Feasibility Studies for Microgrids	*Depends on Activity	\$1,000,000
		Total: \$7.8 million

- Commission set budgets for each activity.

- We're interested in RESP, where do we begin?
 - If you don't have a project in mind or wondering where to get started, beginners may find Activity 1 a good place to start.
 - A Comprehensive Energy Plan will prepare you for future energy actions and projects in your community.
 - It'll prepare you for future energy funding (ex. Focus on Energy incentives or EIGP).
- Are there any helpful resources?
 - Yes, Focus on Energy maintains a [list](#) of consultants who have made themselves known to Focus on Energy as providing energy planning services.

**The OEI and Focus on Energy have not independently verified this list nor do they endorse those consultants listed. The OEI provides this list for the convenience of applicants only.

- I'm eligible for both, can I apply for both?
 - Yes. You can.
- What's the benefit of RESP to me if I'm rural?
 - RESP is tailored to rural communities, with priority for rural disadvantaged communities.
 - Not competing among all applicants in EIGP.
- What happens if my RESP application is approved, while my EIGP one is pending?
 - An approved application is not a commitment. There is still the grant agreement phase of the application. We'll be in touch to discuss your options.
- If I receive RESP funds, can I use them for match with EIGP?
 - No.

- How do I submit the application(s) for EIGP or RESP?
 - Submit application through online [PSC Grants System](#).
- What else is required with the application(s) for EIGP & RESP?
 - [OEI map](#) (New program requirement for 2023)
 - Required uploads: [9714-FG-2023 Applicant Metrics](#) or [9709-FG-2023 Applicant Metrics](#) (New program requirement for 2023)
- How long do we have to do the projects with EIGP & RESP?
 - 12-month project performance period/single grant round
- When do we get the funds from EIGP & RESP?
 - Reimbursement based program (up to quarterly).

Program Questions?

- Submit questions to OEI@wisconsin.gov
 - Subject line: 2023 EIGP Application Question
 - Subject line: 2023 RESP Application Question

Q&A