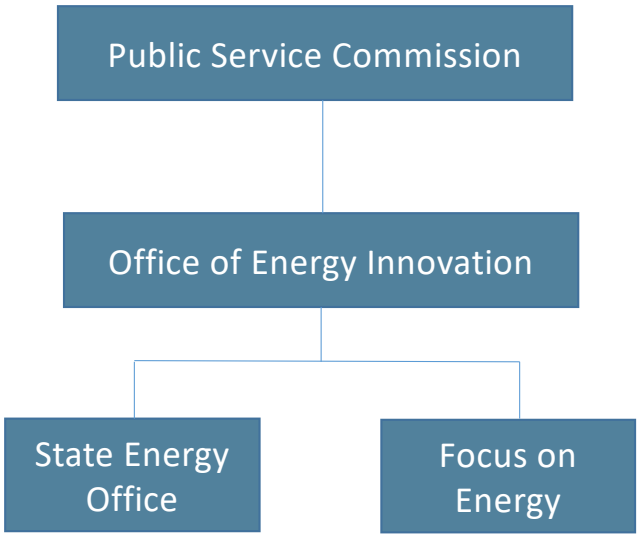
Wisconsin
Home Energy Rebate Programs

Overview and Highlights

Mitch Horrie
Public Service Commission of Wisconsin
October 30, 2026

OEI
Wisconsin Office of Energy Innovation

Wisconsin's IRA HER Programs



- Allocations:
  - 50121 HOMES - $74,904,830
  - 50122 HEAR - $74,470,200
- Leveraged existing statewide energy efficiency program, Focus on Energy, to deliver IRA Programs
- About Focus on Energy
  - Wisconsin utilities' statewide program for energy efficiency and renewable energy
  - 107 participating utilities- all investor-owned utilities and municipal utilities, 11 of 24 electric cooperatives

Wisconsin Office of Energy Innovation

Wisconsin's Timeline

Month/Year	Milestone
July 2024	Approval to launch both programs
August 2024	HOMES launched
December 2024	HEAR launched: Contractor installs
April 2025	HOMES and HEAR Multifamily Pilots
October 2025	HEAR Retail Pathway launched Multifamily Pilots conclude

In The News | August 2024

WKOW: Wisconsin launches energy rebate program to help make homes more efficient

August 2, 2024

focus on energy®
Partnering with Wisconsin utilities

IRA HOME ENERGY REBATES

The Wait is Over!

We are excited to announce IRA Home Electrification and Appliance Rebates (HEAR) are now available to qualified Wisconsin residents. To offer rebates to your customers, you must apply to become an IRA Registered Contractor.

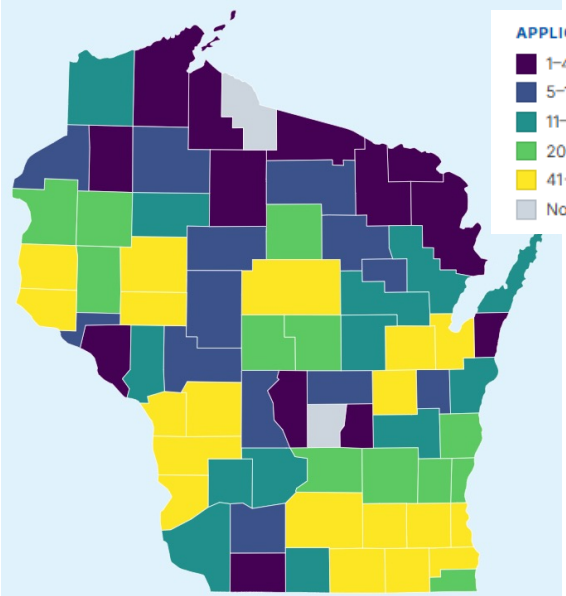
FOR IMMEDIATE RELEASE: October 6, 2025
Contact: GovPress@wisconsin.gov

Gov. Evers, PSC Celebrate IRA Home Energy Rebates Now Available at Retail Locations Across Wisconsin

Now available in stores and online, rebates for low- and moderate-income households will help save energy and money by switching to energy-efficient home appliances

Wisconsin Highlights

Applications Received by County



INFLATION REDUCTION ACT UPDATES

The Wisconsin IRA Home Energy Rebate programs (HOMES and HEAR) continue to make a difference. Through September 2026:

$21 MILLION in rebates and incentives have reached Wisconsin households

OVER 260 IRA CONTRACTORS are available to complete projects, including Spanish-speaking contractors

Projects have been completed in **70 OUT OF 72** Wisconsin counties

Income qualified households may get **UP TO 100% OF PROJECT COSTS COVERED** depending on income and upgrades desired

125 PARTICIPATING STORE LOCATIONS signed up to help residents navigate HEAR appliances

focus on energy® Partnering with Wisconsin utilities

TOP 5 MEASURES BY REBATE SPEND (REBATES ONLY)

1	HOMES Completion 35%+, <80% AMI	$4,957,311
2	HEAR Heat Pump, Space Heating/Cooling - Ducted, <80% AMI	$4,175,097
3	HEAR Load Center Improvement (Electrical Panel), <80% AMI	$1,951,550
4	HOMES Completion 20-34%, <80% AMI	$1,803,091
5	HEAR Heat Pump, Space Heating/Cooling - Ducted, 80-150% AMI	$1,606,169

- $21.3 million in total rebates paid!
  - $13.2 HEAR
  - $8.1 HOMES
- 77% of rebate dollars to households earning less than 80% AMI

Wisconsin Updates

- **26-01 and 26-02 Compliance Transition**
  - HOMES materials submitted August 3rd
  - HEAR materials submitted August 14th
  - Awaiting approval of both programs

- **HEAR Updates**
  - Heat Pump applications paused during DOE review; market frustration building.
  - Expecting fewer heat pump water heaters, cooktops/stoves, and heat pump dryers due to fuel-switching restriction.
  - Significant jump in HEAR reservations ahead of new rules effective date.

- **HOMES Updates**
  - Over 700 households served, many paying $0 out-of-pocket.
  - Nearly 50/50 split between 20-34% and 35%+ modeled savings projects.
  - Emphasizing multifamily as a strategy to spend remaining rebate budget.

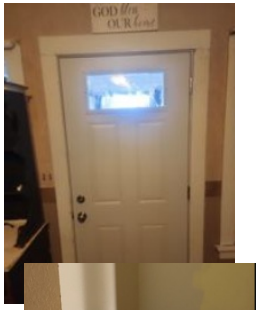


THANK YOU!

QUESTIONS?

















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