

Let's Make A Difference For Your Home And Our Community

Save up to \$4,100 on energy-efficient home improvements with help from the City of La Crosse.

The Mayor's Home Energy Challenge makes it easier than ever to save energy and increase the comfort of your home. Whether you're a homeowner or landlord, Mayor Tim Kabat wants to see the impact we can make as a community. Be one of the **first 100 to sign up** and receive incentives that may cover a large portion of your home improvement costs.

How it works

1

Sign up for the Home Energy Challenge

Call 608.789.7513 or visit cityoflacrosse.org/energychallenge.



2

Schedule your home energy assessment

The City of La Crosse will connect you with a qualified contractor to evaluate your home's insulation levels, heating and cooling equipment, ductwork, and more.



3

Receive a custom energy report

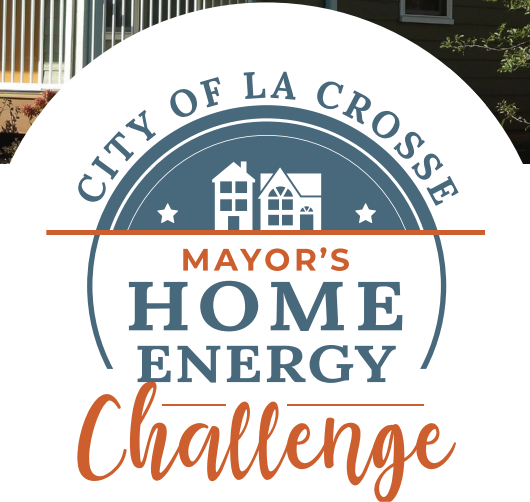
After your assessment, you'll get a full report outlining the most cost-effective ways to increase the comfort and energy efficiency of your home and available incentives to help make the improvements more affordable.



4

Complete home improvements and access incentives of up to \$4,100

The City of La Crosse will be with you every step of the way, from reviewing recommendations to coordinating installation, on through the incentive process.



Save energy, improve your home

For a limited time, during the Mayor's Home Energy Challenge, you can receive combined incentives from Focus on Energy, Xcel Energy, and the City of La Crosse. All together, these incentives may cover a large portion of your improvement costs.

Incentive breakdown table

Air Sealing and Insulation	Focus on Energy*		+	Xcel Energy*	+	City of La Crosse	=	Total Incentive	
	Tier 1	Tier 2						Tier 1	Tier 2
10-19% energy reduction	\$850	\$1,000		60% of Focus on Energy incentive				\$1,860	\$2,100
20-29% energy reduction	\$1,250	\$1,500				\$500		\$2,500	\$2,900
30%+ energy reduction	\$2,000	\$2,250						\$3,700	\$4,100

*Focus on Energy and Xcel Energy incentives combined cannot exceed 90% of the total project cost.

Additional incentives for income-qualified homes

You may be eligible for larger **Tier 2 incentives** if your household income is under the upper limits outlined below. Financing is also available through the city's Housing Rehabilitation Loan Program. Visit cityoflacrosse.org/housingrehab for details.

Household Size	Annual Income Upper Limit
1	\$35,467
2	\$46,381
3	\$57,294
4	\$68,207
5	\$79,120

Example project savings:

30%+ Energy Reduction	Tier 1	Tier 2
Cost of Energy Assessment	\$350*	\$50
+		
Average Project Cost**	\$5,864	\$5,864
-		
Total Incentives (see incentive table above)	(\$3,700)	(\$4,100)
=		
Estimated Customer's Project Cost	\$2,514	\$1,814

*Actual cost of assessment may vary depending on the age and size of home and scope of work.

**Based on an average City of La Crosse project from 2016-2017. An average project covers air sealing, wall and attic insulation improvements for approximately 28% energy savings. Actual cost, savings and incentives will vary depending on size of home and scope of work.

It's all about community

The Mayor's Home Energy Challenge is a great opportunity for improving your home and making an even bigger impact by saving energy together with your friends and neighbors. I thank you and the City of La Crosse thanks you for your investment in our community.

- Mayor Tim Kabat



Photography source: La Crosse Tribune



Sign up today

Enrollment is only open to the **first 100 homes** and ends **November 16**. To get started, visit cityoflacrosse.org/energychallenge or call the City of La Crosse at **608.789.7513**.

For more great ways to save on home energy improvements, visit focusonenergy.com/residential.

