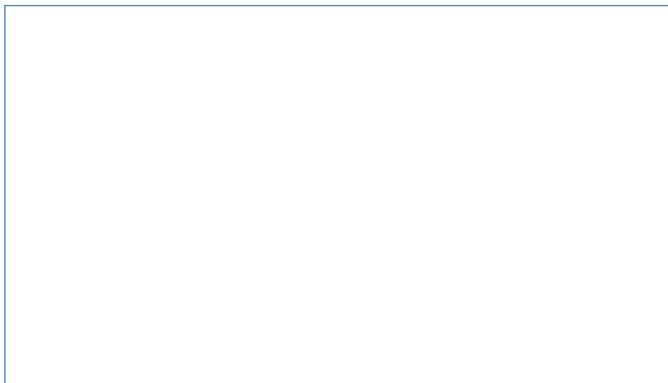




EXTERIOR LIGHTING OPTIMIZATION OFFERING

WHEN IT COMES TO EXTERIOR LIGHTING, EQUIPMENT CHOICE MAKES ALL THE DIFFERENCE.

BROUGHT TO YOU BY A FOCUS ON ENERGY PARTNER:



The type of lighting you choose impacts energy consumption, energy costs and maintenance. Focus on Energy is here to make your choice easy! Our new Exterior Lighting Optimization offering provides you efficient and cost-effective exterior lighting choices at set prices.

Your business will benefit from:

- Improved light quality
- Reduced maintenance costs
- Reduced energy costs

UPGRADING YOUR EXTERIOR LIGHTING IS EASY.

STEP 1 Confirm you meet the offering requirements:

- Existing systems are wall or pole mount fixtures of between 150 - 400 watt HID.
- Existing fixtures must be mounted at a minimum height of 15 feet and currently run from dusk until dawn.
- Your exterior lighting has the minimum amount of fixtures (typically 10 fixtures – refer to Trade Ally list for specific offering details)

STEP 2 Call your selected participating Trade Ally and schedule a site visit for a proposal. The complete list of Trade Allies can be found at focusonenergy.com/ELO. Have your utility account number, project location and business information ready.

STEP 3 Work with your Trade Ally to complete the pre-approval process and proceed with installation.

SAVING ENERGY AND MONEY FOR WISCONSIN





CONTACT YOUR TRADE ALLY

Focus on Energy Trade Allies are your best resource in starting a project.

Find a list of registered Exterior Lighting Optimization Trade Allies at focusonenergy.com/ELO to get started!

RECOMMENDED FOR YOU:

Upgrades without controls

REPLACING 400W HID		ANNUAL FINANCIAL SAVINGS ¹	CUSTOMER CO-PAY ²	SIMPLE PAYBACK (YEARS)	
<input type="checkbox"/>	Lamp Only	330W CMH Lamp (Replacing Metal Halide Only)	\$27	\$80	3.0
<input type="checkbox"/>	System Upgrade	200-220W CMH System	\$74	\$250	3.4
<input type="checkbox"/>	New Fixture	LED Option ≤ 200 Watts	\$104	Material Cost - \$25	(Material Cost - \$25)/Annual Savings

REPLACING 250W HID		ANNUAL FINANCIAL SAVINGS ¹	CUSTOMER CO-PAY ²	SIMPLE PAYBACK (YEARS)	
<input type="checkbox"/>	Lamp Only	205W CMH Lamp (Replacing Metal Halide Only)	\$20	\$70	3.5
<input type="checkbox"/>	System Upgrade	140-150W CMH System	\$44	\$200	4.5
<input type="checkbox"/>	New Fixture	LED Option ≤ 125 Watts	\$71	Material Cost	Material Cost/Annual Savings

REPLACING 150-175W HID		ANNUAL FINANCIAL SAVINGS ¹	CUSTOMER CO-PAY ²	SIMPLE PAYBACK (YEARS)	
<input type="checkbox"/>	System Upgrade	90W Ceramic Metal Halide	\$34	\$170	5
<input type="checkbox"/>	New Fixture	LED Option ≤ 60W	\$55	Material Cost + \$45	(Material Cost + \$45)/Annual Savings

Upgrades with controls

REPLACING 400W HID		ANNUAL FINANCIAL SAVINGS INCLUDING CONTROLS ¹	CUSTOMER CO-PAY ²	SIMPLE PAYBACK (YEARS)	
<input type="checkbox"/>	Lamp Only	330W CMH Lamp (Replacing Metal Halide Only)	\$69	\$145	2.1
<input type="checkbox"/>	System Upgrade	200-220W CMH System	\$101	\$310	3.1
<input type="checkbox"/>	New Fixture	LED Option ≤ 200 Watts	\$121	Material Cost - \$30 ³	(Material Cost - \$30)/Annual Savings

REPLACING 250W HID		ANNUAL FINANCIAL SAVINGS INCLUDING CONTROLS ¹	CUSTOMER CO-PAY ²	SIMPLE PAYBACK (YEARS)	
<input type="checkbox"/>	Lamp Only	205W CMH Lamp (Replacing Metal Halide Only)	\$47	\$135	2.9
<input type="checkbox"/>	System Upgrade	140-150W CMH System	\$63	\$270	4.3
<input type="checkbox"/>	New Fixture	LED Option ≤ 125 Watts	\$81	Material Cost ³	Material Cost/Annual Savings

REPLACING 150-175W HID		ANNUAL FINANCIAL SAVINGS INCLUDING CONTROLS ¹	CUSTOMER CO-PAY ²	SIMPLE PAYBACK (YEARS)	
<input type="checkbox"/>	System Upgrade	90W Ceramic Metal Halide	\$45	\$245	5.4
<input type="checkbox"/>	New Fixture	LED Option ≤ 60W	\$59	Material Cost + \$60 ³	(Material Cost + \$60)/Annual Savings

¹ Calculated at \$0.077. Savings compared to existing equipment as specified in the tables above.

² Customer co-pay covers basic installation, material and recycling costs for all non PCB containing lamps and ballasts removed as part of project. Items outside this scope may require an additional fee. For more details go to focusonenergy.com/ELO.

³ Material cost for these equipment types should only include the cost associated with the new fixture and any material necessary for mounting the new fixture. Controls and controls material should not be included in the material cost, since they are already built into the equipment types.

**For more information, call toll-free 800.762.7077
or learn more at focusonenergy.com/ELO**

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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