



**focus on energy**<sup>sm</sup>

Partnering with Wisconsin utilities

Certified to ISO 14001:2004

1 South Pinckney, Suite 340 • Madison, WI 53703

phone: 800.762.7077

fax: 608.230.7035

[focusinfo@focusonenergy.com](mailto:focusinfo@focusonenergy.com)

[www.focusonenergy.com](http://www.focusonenergy.com)

---

**Exterior Lighting Optimization (ELO) Offering  
Frequently Asked Questions  
Released November 11, 2013**

**This document includes:**

- Customer specific questions
- Trade Ally specific questions

**Customer Specific Questions**

**Q: What is the Exterior Lighting Optimization (ELO) offering?**

A: ELO is a Focus on Energy offering which provides business customers with exterior lighting replacements or retrofits at a discounted co-pay price through participating Trade Allies. This offering includes options for DesignLights Consortium (DLC) listed LED fixtures and retrofit kits, ceramic and/or pulse start metal halide lamp and ballast systems, and reduced wattage metal halide direct replacement lamps to replace or retrofit standard 150-400 watt high intensity discharge (HID) wall pack and pole mounted area lighting. There is also a simple controls option for all of the measure types listed.

**Q: Who is eligible to participate in the Exterior Lighting Optimization Offering?**

A: Customers in the Business Incentive Program and Chain Stores and Franchises Program are eligible to participate in the Exterior Lighting Optimization Offering. ELO is particularly helpful for auto dealerships, big box retail stores, and anywhere HID exterior lighting systems can be found.

**Q: How can I take advantage of the ELO offering?**

A: Customers must work with an ELO participating Trade Ally. A complete list of ELO participating Trade Allies can be found at [focusonenergy.com/ELO](http://focusonenergy.com/ELO). If there is not a participating Trade Ally that serves the geographical where your facility is located, check with any participating Trade Allies to see if they will provide the ELO services at your facility. Please note that the participating Trade Ally may charge an additional fee to provide the ELO services outside of a 30-mile radius from the Trade Ally's office.

**Q: Are the co-pays shown on the ELO sell sheet the final cost that I can expect to see on my invoice?**

A: The ELO co-pays shown cover basic installation of the measure described including labor, material, lift fees, permit fees (if necessary) and recycling of all non-PCB containing material removed from your project site. Note that set pricing does not include any additional material or labor for work performed outside of the ELO scope of work or taxes. A full description of what is covered inside of the ELO scope of work can be found at [focusonenergy.com/ELO](http://focusonenergy.com/ELO).

**Q: Why does ELO only include options for LED, ceramic metal halide, pulse start metal halide technologies?**

A: These options were included to address the broadest categories of retrofit/replacement options that allow for retrofit within the existing fixture head without changing the dynamics of the structure, existing design, or the optical control of the system. Other design options utilizing different technologies are eligible for standard Focus on Energy incentives found on the Lighting Application for Businesses.

**Q: Why does ELO only apply to fixtures mounted higher than 15 feet?**

A: Fixtures that are mounted at higher than 15 feet have a higher incremental cost for installation. The ELO offering is intended to overcome this greater barrier. Installations lower than 15 feet may use the standard incentives available on the Lighting Application for Businesses.

**Q: Why are the ELO offerings limited to fixtures that operate a minimum of 12 hours per night?**

A: The ELO offering was designed to specifically target exterior lighting that runs 12 hours per night for optimum energy savings. Fixtures with shorter operating hours may be eligible for the standard incentives available on the Lighting Application for Businesses or may be eligible for custom incentives. Custom incentives require pre-approval. Contact 800-762-7077 for more information.

**Q: Why does the ELO offering only apply to projects that have more than 10 eligible fixtures at a location?**

A: ELO's set pricing considers the installation costs per location. Installation costs per fixture vary depending on the number of fixtures being retrofitted, but certain costs are fixed regardless of project size. This minimum threshold was set to avoid making the offering prohibitive to participating Trade Allies. Trade Allies, at their own discretion, can choose to offer the set pricing on quantities of less than 10 fixtures per location. Please refer to the list of ELO providers to identify the minimum number of heads that each individual Trade Ally has agreed to offer ELO set pricing on [focusonenergy.com/ELO](http://focusonenergy.com/ELO).

**Q: Can the ELO offering be used in addition to the standard prescriptive incentive for the measures?**

A: No. You will have to choose to use one offering or the other.

**Q: How does Focus on Energy estimate my financial savings for participating in ELO?**

A: Focus on Energy assumes customers are paying an average of \$0.077 per kWh rate based on a blend of both on-peak and off-peak kWh rates. This blended rate is meant to provide customers with realistic financial savings expectations because exterior lighting systems operate primarily during off-peak hours. It is possible that some customers may see higher or lower financial savings than shown in our ELO literature.

## **Trade Ally Questions**

### **Q: How can I become an ELO Participating Trade Ally?**

A: You must first be registered with Focus on Energy as a Trade Ally that is eligible to accept payment from the Focus on Energy program. To complete this step electronically, please visit [focusonenergy.com/trade-allies/become-trade-ally/apply](http://focusonenergy.com/trade-allies/become-trade-ally/apply). Once this step is completed, call Focus on Energy to schedule a ELO Trade Ally meeting which will further explain the process, requirements, and structure of the offering (this meeting is mandatory). After your ELO Trade Ally meeting, complete the ELO Participating Trade Ally Agreement and submit required information. The ELO Participating Trade Ally Agreement can only be obtained through an approved ELO training with Focus on Energy staff.

### **Q: What is a Trade Ally number?**

A: Trade Ally numbers are unique identifiers generated from Focus on Energy's tracking system. Every Trade Ally registered with Focus on Energy has an assigned number. ELO is piloting using this identification system to help reduce redundant data entry for our Trade Ally partners. There is a location on the ELO Application to enter this Trade Ally number. Focus on Energy will provide you with your number when you sign up as a Participating ELO Trade Ally.

### **Q: Where can I find the ELO Project Application form?**

A: The ELO Application for Businesses will be electronically distributed to participating ELO Trade Allies.

### **Q: How do I apply for the ELO Offering for my customer's projects?**

A: Information is outlined in both the ELO Trade Ally Agreement and the ELO Application. Following is the step-by-step process.

Step 1. Submit a Pre-approval application after your customer visit:

- Completely fill out Sections 2-6 (Section 4 only needs building use type and estimated installation date)
- Complete all applicable pre-approval line items on pages 4-6
- Collect customer signature in Section 7
- Attach all required supporting information
- Submit above items by scanned e-mail document, or by mail or fax to the appropriate program.
- Keep a copy of the completed paperwork for use in Step 2 and 4

Step 2. Receive a Pre-approval code

- Receive the project Pre-approval code by email from Focus on Energy.
- Write the Pre-approval code in appropriate field in Section 4 of the document submitted for pre-approval.

Step 3. Implement project within 120 days of receiving Pre-approval code

Step 4. Submit final application for incentive payment (complete within 10 days of project installation):

On the document submitted for pre-approval,

- Complete the remainder of Section 4.

- Complete post installation information on pages 4-6 including the “TRADE ALLY: Quantity Installed”
- Collect customer post-installation signature at the bottom of page 6.
- Attached itemized project invoice.
- Submit above items by scanned e-mail document, or by mail or fax to the appropriate program.
- Keep a copy of the completed paperwork with documentation of submittal for your records.

**Q: Where can I find ELO qualifying products?**

A: For ELO LED measures you can find ELO qualifying products at any distributor that sells DLC listed LED pole and wall mount products. For the CMH options you will be able to find the ELO qualifying lamps and ballasts at distributors that carry the brands stated for the equipment found on the ELO qualified products list at [focusenergy.com/ELO](http://focusenergy.com/ELO).

**Q: Why is there a difference in the performance requirements between the reduced wattage HID lamps measure and the ceramic and/or pulse start metal halide systems measure?**

A: There are a wide variety of standard wattage HID lighting system options so ELO allows a wider range of performance characteristics for components replacing complete lamp and ballast systems. This allows the installation contractor a broader range of product choices to select a qualifying option that will meet the customer’s lighting needs. Reduced wattage HID replacement lamps are only applicable for replacing existing metal halide lamps; the performance range is more narrowly defined.

**Q: When proposing LED fixtures and retrofits, when is a point-by-point lighting layout required?**

A: A point-by-point lighting layout is required for lighting defined surface areas such as parking lots, streets, roadways, and walkway applications. A point-by-point lighting layout is not required for wall pack, yard light, or floodlight applications that are not part of an area lighting system for a defined surface area.

**Q: What information must be contained on the point-by-point lighting analysis submitted for pre-approval of an LED project?**

A: The point-by-point lighting layout must include the following data showing that the application meets current IES recommended practice for the area that is to be lit:

1. Point-by-point plot showing the illuminance values at each point
2. Minimum illuminance
3. Maximum to Minimum Uniformity Ratio

**Q: Since the ELO offering uses a customer co-pay system with set pricing, how can I show the value of using the ELO offering to my customers?**

A: We suggest showing a proposal that includes labor costs beside your ELO qualifying proposal to showcase the financial assistance that the ELO offering provides to your end use customer. If the customer already requires maintenance on their existing system it is also beneficial to show the ELO offering cost as an incremental cost as an upgrade from the already required maintenance work.

**Q: As a Trade Ally, can I write a coupon for end users to reduce the co-pay for select or all ELO measures?**

A: Yes. However, the amount paid by Focus on Energy will remain unchanged from the ELO Participating Trade Ally Agreement unless otherwise communicated according to the agreements conditions.

**Q: How can I submit other prescriptive measures with my ELO application?**

A: Add the additional itemized line items to your invoice and attach the page of the prescriptive application. Please note: the bundled incentives must be paid directly to the Trade Ally and the incentive must be shown as a line item deduction from the invoice.

**Q: As an ELO Trade Ally, can I submit invoices from multiple projects as a lump project?**

A: No, we need to receive these applications on a per project basis in order to keep our incentive processing running as smoothly as possible.

**Q: Where can I find information on the financial reimbursement amounts that I will receive from Focus on Energy for installing ELO measures?**

A: This information is distributed to Trade Allies when they attend the ELO Trade Ally registration training.