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**Exterior Lighting Optimization (ELO) Offering
Frequently Asked Questions
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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 retrofit kits at material costs only through participating Trade Allies. This offering includes options for DesignLights Consortium™ (DLC) listed LED fixtures and retrofit kits to replace or retrofit standard 150-1,000 Watt high intensity discharge (HID) pole-mount, wall-mount and high canopy area/site lighting. There are also two control options 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, Multifamily Energy Savings Program and Agriculture, Schools and Government 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. If there is not a participating Trade Ally that serves the geography 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: Is the material cost shown on the ELO sell sheet the final cost that I can expect to see on my invoice?

A: The ELO offering reimburses Trade Allies for 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. Customers are responsible for the cost of the lighting equipment only. Note that set pricing does not include any additional material or labor for work performed outside of the ELO scope of work or taxes.

Q: Why does ELO only include options for LED technology?

A: LED Technology has demonstrated to be the most efficient on the market today, with outdoor applications leading the way. To simplify the ELO Offering and encourage customers to choose the most efficacious products, LED only measures were implemented.

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 in the Lighting Incentive Catalog 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 in the Lighting Incentive Catalog for Businesses or may be eligible for custom incentives. Custom incentives require pre-approval. Contact 800-762-7077 for more information.

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.

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. 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 Offering Brochure?

A: The ELO Application 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-mount, wall-mount, and fuel pump canopy products.

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 unless waived by the customer in writing. 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 strategy with set labor pricing, how can I show the value of using the ELO offering to my customers?

A: We suggest showing a proposal that includes the 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: How can I submit other prescriptive measures with my ELO application?

A: Add the additional itemized line items to your invoice and list applicable incentive codes to the ELO Offering Brochure. 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.