



SAVE MONEY AND ATTRACT CUSTOMERS WITH EFFICIENT EXTERIOR LIGHTING

INCENTIVES AVAILABLE FOR QUALIFIED LIGHTING PROJECTS

Good exterior lighting can welcome customers, increase employee and customer safety and highlight product and signage. The average business illuminates exterior areas an estimated 4,380 hours per year. But many businesses overlook their outdoor lighting or give it lower priority than interior lighting.

Past technologies didn't offer much selection, what was available was costly, and upgrade options didn't seem to provide the desired lighting improvements. Today's exterior lighting offers good color quality, options to better control light levels and placement, as well as dramatically enhanced energy efficiency.

Well-designed and efficient outdoor lighting can direct light where it is needed, distribute it evenly, avoid glare for pedestrians and drivers and reduce light trespass.

Earn cash incentives

Energy Trust of Oregon can pay cash incentives for qualifying energy-efficient lighting and lighting controls upgrades. To be eligible for incentives, Energy Trust must pre-approve all lighting projects. Pre- and post-installation inspections may be conducted.

“ Since the LED project for our parking lot was completed, our energy costs have dropped by 42 percent.

Ron Audette, regional general manager,
CenterCal Properties, LLC

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PROJECT-AT-A-GLANCE

Shopping mall parking lot,
7 days a week

Existing equipment

- 67, 1,000 watt pulse start metal halide parking lot pole top fixtures

Equipment installed

- 67, 254 watt LED directional pole top fixtures with wireless controls and programmed dimming schedule

Financial analysis

- \$88,400 project cost
- \$30,800 in Energy Trust cash incentives
- \$22,200 estimated annual savings

Estimated savings

- 280,000 annual kilowatt hours

Estimated payback period

- 2.6 years

LED lighting

LED lighting solutions can save up to 60 percent on lighting-related energy costs, while also improving light levels and color rendition and creating better lighting distribution patterns.

Don't forget controls

The latest generation of exterior lighting controls can adjust light levels based on time of day, occupancy or a combination of the two—and they can be fine-tuned to ensure employees and customers always have sufficient light for safety, security and egress.

Controls can significantly reduce energy use at night by dimming to a lower level for visual safety and comfort, or can be programmed to turn off completely when spaces are unoccupied. LEDs in particular pair well with control technology because they reach brightness instantly.

There are many control options available to meet your business' exterior lighting needs. Ask your trade ally which control system will work best with your lighting system to improve energy savings, project payback and your bottom line.



Get more from your energy. Visit www.energytrust.org or call **1.800.326.2917**.

PROJECT-AT-A-GLANCE

**Auto dealership exterior lighting,
7 days a week**

Existing equipment

- 84 Metal halide parking lot fixtures (front line, lot, mezzanine and perimeter) and 4 building wall-mounted fixtures

Equipment installed

- 84 LED directional pole top fixtures with integral controls, and 4 LED building wall-mounted fixtures

Financial analysis

- \$88,000 project cost
- \$34,000 in Energy Trust cash incentives
- \$23,200 estimated annual savings

Estimated savings

- 294,400 annual kilowatt hours

Estimated payback period

- 2.3 years

Brighten your business and bottom line

According to the U.S. Department of Energy, outdoor area lighting accounts for 17 percent of energy consumed for lighting across the U.S. Improving outdoor lighting efficiency can substantially reduce electricity use and carbon emissions related to energy use, as well create a safer environment for employees and customers.