



New York Energy SmartSM Small Commercial Lighting Program

January 2007

Newsletter Number 58



FLASH

SCLP is continuing end-user marketing in the Albany (tri-cities), Syracuse, and Westchester / Rockland County areas, and we are now expanding into the New York City market.

We are promoting **The Right LightSM** in daily and weekly newspapers, local business journals, and on the radio.

Take advantage of this marketing campaign by identifying your business as an SCLP Ally. Details on the media schedule and how you can leverage this marketing campaign are available from your Account Manager or the SCLP hot line.

Please pass this newsletter along to your colleagues or customers who might find the contents valuable.

To: SCLP Ally

Program News and Highlights

* **Reaching Out to Your Customers:** SCLP will be relaunching the end-user marketing program in early February. We are doing this to make prospective small business customers more aware of **The Right LightSM**, and to have those customers seek out SCLP Allies for their lighting needs. We will be starting a new print ad campaign (in English, Spanish, and a few other languages) and running a series of new radio spots (again, in English and Spanish). Small business owners will be referred to the SCLP web site to find a local SCLP Ally. Take advantage of this great opportunity to piggy-back your own advertising on top of ours by getting the word out that you are an SCLP Ally who can provide **The Right LightSM** solution to your customers' lighting needs.

The Right LightSM Goes to School

What would school be without a history lesson – or without PE? First the history: for years, most school gymnasiums were lit with huge high-wattage incandescent lamp dome fixtures. When high-bay metal halide fixtures became available, they replaced incandescent fixtures as the lighting source of choice. For many years, metal halide technology was considered the best way to provide gymnasium lighting.

As school populations have grown in recent years, and the cost of building new facilities has increased, many schools have had to double up on the use of their facilities. The result: in many cases, a gym can be used not only for physical education and sports, but also as an auditorium and/or a cafeteria, or even as a space where tests are administered. The drawbacks of metal halide lighting present themselves here: lack of flexible control and poor color rendering.

Ally Contractor Jamie Thompson of **American Energy Care** in Albany has come to understand these issues through a number of successful projects. Over the last several years, American Energy Care replaced existing metal halide fixtures with fluorescent high-bay fixtures in a number of gyms. Most recently, American Energy Care submitted five South Colonie Central School District projects, including eight gym-lighting upgrades. These installations consisted of either one-for-one replacements or new layouts. Proper choice of the fixtures ensured **The Right LightSM** was provided in each. While the base fluorescent lighting systems reduced lighting energy consumption by an average of one-third, incorporating occupancy and daylight sensing controls into the projects resulted in savings of almost half the original consumption. While some of the existing lighting systems were as much as 12 years old, some were newer, and in every case the upgrade made economic sense – again proving the value of proper lighting and controls.

In addition to significant energy savings, the fluorescent high bay lighting technologies provide considerably improved color rendering, allow more flexible control, and require less maintenance. Steve Benedict, South Colonie Central School District's Superintendent of Buildings and Grounds, is very satisfied with the low maintenance, high-quality lighting system.

American Energy Care gets an "A", for a happy client, and a total of **\$3,500 in Qualifying Project Incentives** for providing a string of effective, energy-efficient lighting solutions in the schools.

Contacting the
**New York
Energy SmartSM
Small Commercial
Lighting Program**

Phone (toll-free):
1-866-698-8177

Fax:
518-452-2149

E-mail: **NEW**
sclp@icfi.com

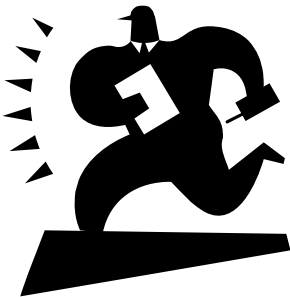
We're on the Web!
www.nyserda.org/sclp

COMING SOON
www.therightlight.org

Reminder:

**The 1st Quarter
2007 Installation
Competition runs
from January 1
through March
31, 2007. Good
luck to our Ally
Contractors and
Distributors!**

**SCLP Helps You
Bring Your Clients
and Customers
The Right
LightSM
Effective, Energy-
Efficient Lighting.**



Lighting Tip: **The Right LightSM = A Comfortable Place to Work**

It's nice to work in comfortable surroundings with good people. Regrettably, SCLP can't help you with the people part, but we can help make sure the surroundings are illuminated with **The Right LightSM**.

Lighting uniformity is an important element of good lighting project design and implementation. Lighting designs that maintain uniform light levels in the space can have a positive impact on worker comfort, which can lead to improved productivity. Everybody is familiar with the sensation of driving out of a tunnel on a bright day. Imagine doing this all day long in the workplace and you can appreciate how uneven lighting can cause eye strain and hinder performance. The key to providing uniform lighting, both on the workplane and on wall surfaces, is the manufacturer's recommended spacing criteria. This important piece of information about a lighting fixture, provided on manufacturer's photometric reports and spec sheets, helps lighting practitioners determine the maximum spacing from fixture center to fixture center (in both length and width directions and from fixture to wall surface) to ensure lighting uniformity.

Another essential element that adds to visual comfort is glare control. Excessive glare from lighting fixtures can reduce visibility and create discomfort – occupants of the space may literally be blinded by the light. To aid in eliminating or minimizing glare, SCLP has established maximum criteria with respect to luminous intensity at 55° and 65° for different types of applications (e.g. open office areas, private offices, warehouse spaces) that will help reduce discomfort from glare.

Manufacturer's photometric reports and spec sheets are the first step in finding out how a particular fixture will perform in providing the needed visual comfort. If you don't find the needed information about spacing criteria there, ask your Ally Distributor or Ally Manufacturer's Representative for the information.

Your customers will thank you for controlling glare and providing them with uniform lighting. All of this creates a better place to work. These concepts were covered in your SCLP training and are explained in more detail in the **SCLP Technical Guide for Effective, Energy-Efficient Lighting** (downloadable from the SCLP web site).

Allies in Action

✳ **The Right LightSM, Big Apple.** New York City Ally Designer **Bright Power Inc.** recently contacted SCLP for assistance developing **The Right LightSM** solution for their client, Daedalus Technology Group. This software development company wanted to upgrade the lighting in their 2,100 square foot location in the City. Bright Power's office space design qualified them for the **\$500 Designer Project – Phase I Incentive**, plus a **\$300 Con Edison Territory Bonus**. When Daedalus implemented the project as designed, Bright Power then qualified for an additional **\$500 Designer Project – Phase II Incentive**, plus another **\$500 Con Edison Territory Bonus**. That's **\$1,800 in total incentive and bonus payments** from SCLP for a great design and an effective, energy-efficient lighting implementation.

