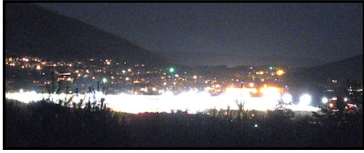


Quality of Light...Quality of Life

Our night skies, enjoyed and appreciated by countless generations of people, are in jeopardy of disappearing due to the pallor of light pollution. Each year the night sky becomes slightly brighter, causing fewer stars to be visible.



A new shopping development near National Park land.

It does not need to be that way. There are sensible, economical steps to prevent the unnatural night from spreading. Proper outdoor lighting methods greatly reduce sky glow while maintaining safety and providing economic benefits.

When using standard light fixtures, light is directed upwards causing the sky to brighten. Shielded fixtures direct their light downwards where it is needed, not wastefully into the sky. Since all of the light illuminates the desired area, lower wattage bulbs can be used, saving electricity – and money! **\$**



Bright store lighting easily distracts drivers.

Too often, homeowners ineffectually and wastefully use outdoor lighting as a means to prevent crime and increase safety. Properly shielded and correctly directed lights reduce glare, revealing what lies in the shadows.

Only People affect change!

- Use shielded fixtures with lower wattage bulbs,
- use motion sensors where it's appropriate,
- and turn off any unneeded lights.

Answers to questions on reverse side

- | | |
|---|--|
| 1 c, greater than 67% | 6 b, nearly \$2 billion. |
| 2 c, 2000, less than 100 | 7 True. |
| 3 a, 100 million! | 8 c, everyone! |
| 4 a, the Electric Utility recoups its money quickly through the monthly rate you pay. | 9 You are not alone. Just about everyone has a bad light near where they live. |
| 5 a, in daylight hours. | |



This shielded, down directed light happened because one person spoke up.

When talking about light pollution, people think of two things: Crime and Safety, and "Hey, let me tell you about my neighbor's light!"



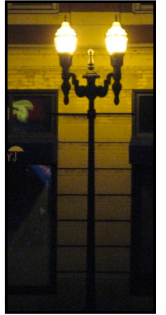
Can you see the man standing in the shadow?

Lighting: the Good and the Bad

Take a look at these lighting situations:

What is wrong about these lights?

- They don't illuminate the ground.
- A substantial amount of light escapes upwards.
- They are not shielded.



Architectural lights, such as these, are very appealing in the daytime, but do a poor job illuminating the desired area. More of their light is directed upward than downward.

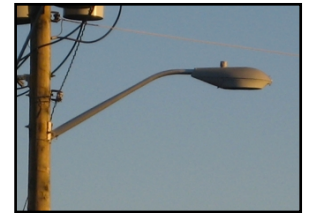
What is right about this wall pack fixture?

- It is shielded, reducing glare.
- The light is directed downward, where it is needed.



What is right about this street light fixture?

- It is a full-cutoff, shielded fixture.
- The light is directed downward where it is needed.



What is wrong with this street light?

- It is not shielded.
- Unfortunately, this type of fixture is too common along our roads.

What is wrong with this lighting scenario?

- The light is not shielded.
- The light does not illuminate the area near the door.



What is wrong with this lighting scenario?

- Neither light is shielded.
- When a bad fixture fails to give proper illumination, a second ineffective fixture is often installed.