

COMING SOON TO APPLETON!

# City-wide LED street and area lighting upgrades

Beginning this spring we'll be upgrading all company-owned street and area light fixtures in your city to light-emitting diode (LED) technology.

## Conversion process

To ensure the most cost effective and efficient LED conversion, we'll develop a strategic transition plan and work with your city leaders and administration to maximize conversion in the shortest period of time feasible, minimizing the impact on residents.

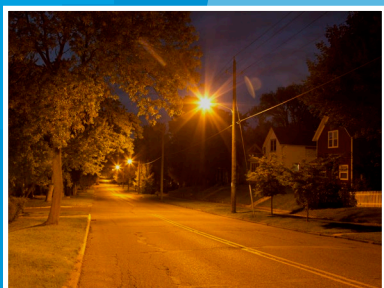
## LED street lights impact both business and residential areas



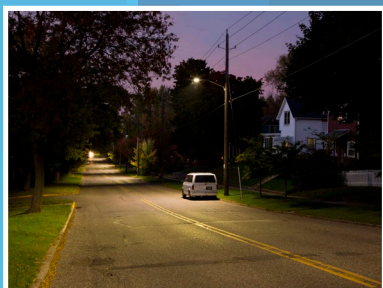
BEFORE



AFTER



BEFORE



AFTER

## Questions?

For more information visit our website at [otpc.com/LEDStreetLighting](http://otpc.com/LEDStreetLighting) or contact your local city administration.

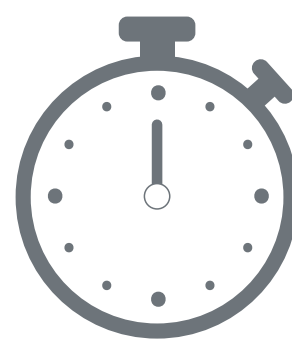
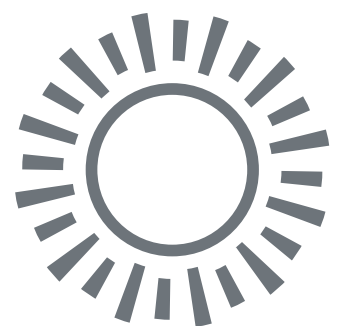


## Did you know?



Compared to conventional lights, LEDs produce **MORE LIGHT PER WATT** of power consumed.

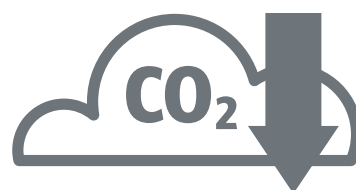
The "DAYLIGHT" appearance of LEDs offers aesthetic and safety appeal.



LEDs don't need to warm up! Upon turning on, they're

**IMMEDIATELY AT 100% BRIGHTNESS.**

Because of their energy-efficiency, LED streetlights **REDUCE CARBON EMISSIONS.**



LEDs are **BETTER FOR THE ENVIRONMENT.**

They don't contain lead, mercury, or other known disposable hazards.