



# ENVIRONMENTAL SERVICES

## Media Advisory



April 28, 2009

### Night Time Lighting Survey to Test New Technology Street Lights

#### *Media Are Invited to Take Lighting Survey*

**WHAT:** The City of San Diego will conduct a survey of new streetlight technologies that may help reduce future energy costs. The survey is part of a joint effort between the City and San Diego Gas & Electric to evaluate new energy saving street lighting technologies. Volunteers recruited for the survey effort will evaluate new technology broad spectrum “white lights” side-by-side with existing City high pressure sodium lights. Additionally, Virginia Tech will conduct a small target visibility test in an especially equipped van.

The survey will evaluate light characteristics, safety, visual benefits, and public acceptance of the new lighting technologies.

**WHEN:** Tuesday, April 28  
7:30 to 10 p.m.

**WHERE:** 7:30 p.m. - Media briefing, War Memorial Building at Balboa Park, 3325 Zoo Drive (and Park Blvd.), Room #3 (TG: 1269 C7)  
7:50 p.m. – Streetlight survey begins west of Balboa Blvd. (details at media briefing)  
9:35 p.m. – Survey ends at War Memorial Building

**To help ensure the integrity of data collection during the survey, members of the media are asked to refrain from interviewing or closely recording volunteers during the survey period. There will be post-survey media availability with project leaders.**

**WHO:**

- Tom Cartier, Project Officer, City of San Diego Environmental Services Department
- Alex Kim, Director of Customer Innovations, SDG&E
- Approximately 100 survey volunteers

**WHY:** The public review is important to identify preferred technologies, which will be part of a City cost to benefit analysis to ensure that the most cost-effective of the preferred technologies are selected.

**VISUALS:**

- Broad spectrum “white light” induction and LED street lamps compared side-by-side with existing high pressure sodium lights, which give an orange glow.
- Volunteers with clipboards taking the survey
- VA Tech instrumented van performing small target visibility test

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