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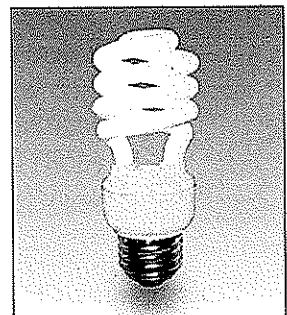
Explore, enjoy, and protect the planet

Madison's Energy Efficiency and Safety Ordinance

Efficient Lighting Makes Rentals Safer While Saving Energy and Money

Electricity production is the largest source of global warming pollution in the U.S. Lighting accounts for 25 percent of American electricity consumption. Across the nation and around the world, people are making the switch to efficient lighting, getting more light for less energy. As homeowners make the switch, some renters are left in the dark, relying on old-fashioned, inefficient lighting for their common areas, built-in fixtures, and exit signs. While many landlords have provided longer-lasting efficient lighting in their rental units, many have not. More than half of all Madisonians are renters, making Madison the perfect place to showcase the benefits of improving lighting efficiency in our rental properties. Madison's proposed Energy Efficiency and Safety Ordinance would set a lighting efficiency standard for rental units, ensuring that tenants have long-lasting, safer, and more efficient lighting – all while cutting global warming pollution and saving millions of dollars. The ordinance will:

- **Reduce Greenhouse Gas Emissions:** If all of the remaining old-fashioned light bulbs in Madison rental units were replaced with efficient light bulbs, Madison's global warming pollution would be cut by 35,000 tons – the equivalent of taking 6,000 cars off the road.
- **Save electricity:** Replacing remaining inefficient bulbs in rental properties would save 36,000,000 kilowatt-hours of electricity a year – enough to power more than 4,100 homes.
- **Save money for landlords:** Changing common area light bulbs, often on for 24 hours a day, can save up to \$40 *per bulb* on annual electricity bills – totaling over \$1 million for Madison rental properties. CFLs also reduce maintenance costs; they only need to be replaced once every 6 to 10 years, rather than the 2 or 3 times each year that old-fashioned incandescent light bulbs need to be replaced.
- **Save money for tenants:** Many Madison renters pay their own electricity bill. If landlords install only incandescents, tenants are forced to pay the higher electricity costs. Replacing remaining old-fashioned light bulbs in built-in fixtures in rental units would save over \$1 million each year in energy costs.
- **Overall, the Energy Efficiency and Safety Ordinance can save landlords and tenants over \$2 million per year.**
- **Enhance tenant safety:** Low maintenance, long-lasting CFLs last 20-30 times longer between changes as compared to incandescents, so tenants are less likely to be left in the dark due to burnt-out bulbs in stairways and common areas.
- **Improve efficiency and safety of exit signs:** The ordinance requires installation of LED exit signs, which consume 95% less energy than comparable incandescent-lit signs. Energy savings per LED exit sign can exceed \$40/year. LED exit signs are lower maintenance and safer; they can operate for 25 years or more, significantly decreasing the risk of a burnt out sign during a fire, and making rental properties safer to live in.



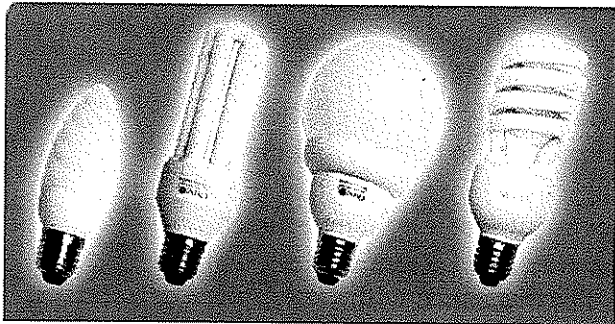
What YOU can do to show your support:

- **Contact your alder:** Urge them to vote in favor of the ordinance. You can find your alder person at <http://www.ci.madison.wi.us/Council/findAddress.cfm>.
- **Write a letter to the editor:** Share your approval for energy-efficient, money-saving solutions.
- **Tell a friend:** Spread the word about the benefits of the Energy Efficiency and Safety Ordinance.

Recycle your compact fluorescent bulbs

It's easy to do – just take the old bulb with you when you go to buy a new one. Madison requires stores that sell CFLs to take them back for recycling. While you won't need to replace CFLs very often – *they can last more than 10 years* – when you do, used bulbs need to be recycled so that small amounts of mercury in the bulbs end up in new bulbs rather than in the landfill.

Find a location near you at: http://www.countyofdane.com/pwht/recycle/lamps_bulbs.aspx



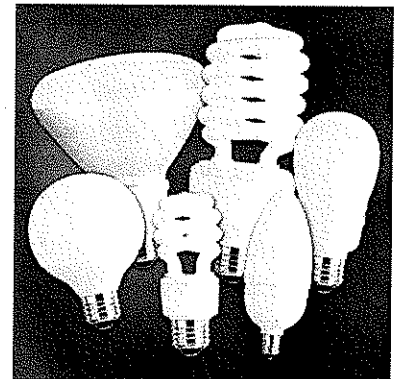
What to do if a CFL breaks:¹

Research indicates that there is no immediate health risk to you or your family if a broken bulb is cleaned up properly. Because there is such a small amount of mercury in CFLs, your greatest risk if a bulb breaks is getting cut from glass shards. You can minimize any risks by following these proper clean-up and disposal guidelines:

- Sweep up—don't vacuum—all of the glass fragments and fine particles.
- Place broken pieces in a plastic bag, wipe the area with a damp paper towel to pick up any stray shards of glass or fine particles, add the paper towel to the plastic bag, and seal well.
- Open windows to allow the room to ventilate.

Did you know...

- **CFLs REDUCE OVERALL MERCURY EMISSIONS!** Wisconsin generates more than 75% of its electricity with coal. Coal is the biggest source of mercury to our environment. The electricity to power an old-fashioned, 60 watt incandescent bulb produces 12 milligrams (mg) of mercury pollution, while the electricity to power an equivalent 15 watt CFL for 10,000 hours (the average life of a CFL) only produces 3 milligrams of mercury. Even when one considers the 4 mg of recyclable mercury contained in the CFL, the efficient bulbs can cut mercury pollution over 40%!²
- **It would take over one hundred CFLs to equal the amount of mercury in a mercury thermometer.** CFLs contain about 4mg of mercury. This is a very small amount compared to the 500 mg in a mercury thermometer.
- **CFLs account for only 0.5% of household mercury!** CFLs make up a very small amount of the mercury in an average home: 46.7% of household mercury is found in thermostats, 21% in dental amalgams, 14.4% in light switches, and 4.7% in thermometers.³



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¹ General Electric CFL frequently Asked Questions: http://www.gelighting.com/na/home_lighting/ask_us/faq_compact.htm#mercury

² US EPA Fact Sheet, <http://www.nema.org/lamprecycle/epafactsheet-cfl.pdf>

³ North Carolina Department of Environment and Natural Resources



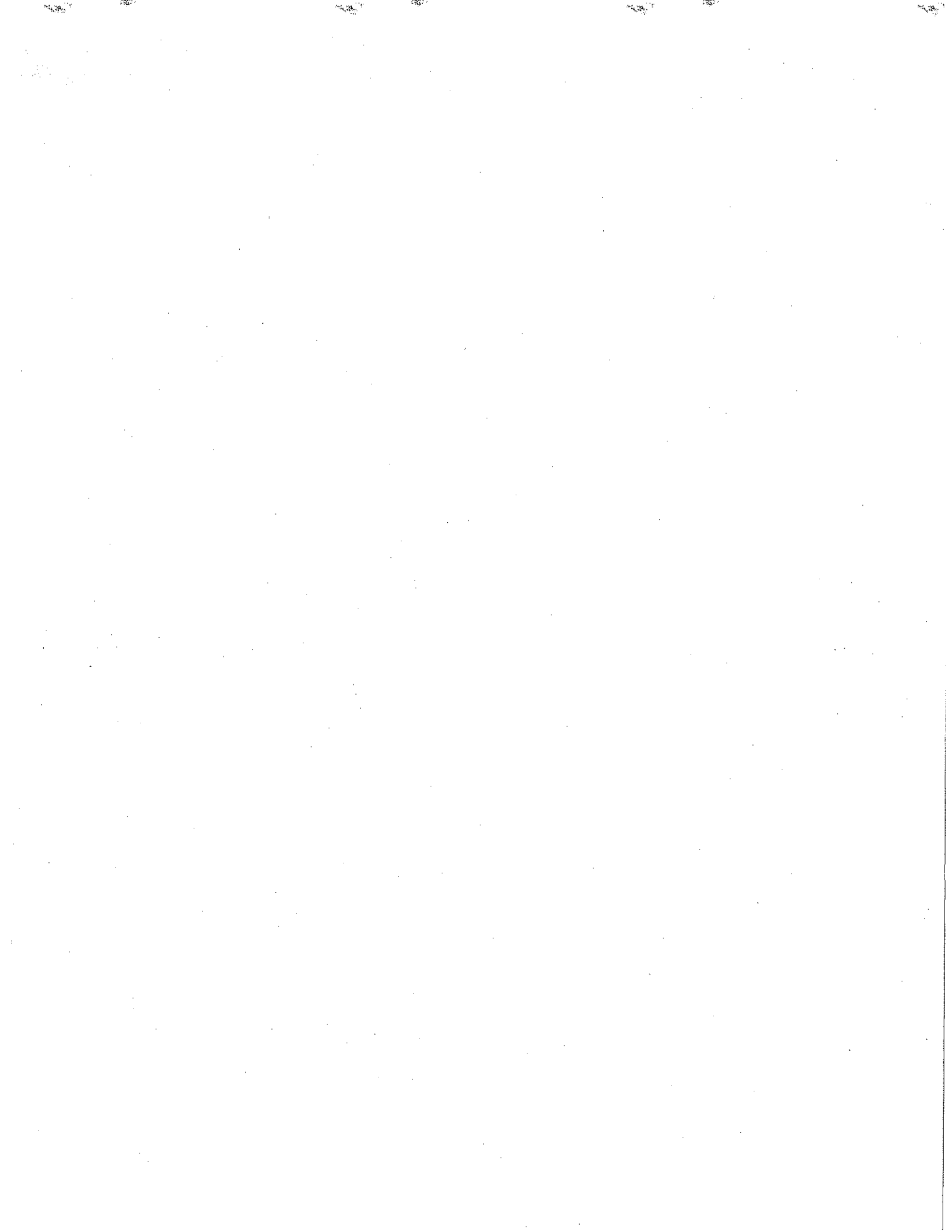
Shedding Light on Global Warming

Recent studies have certainly shed clear light on the question of global warming, its causes and probable consequences. Our planet is demonstrating dramatic climate changes and we're the culprit – our escalating use of fossil fuel energy for powering our cars, homes, buildings, and industry. It might be the most complex challenge our human race has ever faced and it certainly demands the highest level of national and international creativity, cooperation and commitment to resolve.

While technical and political solutions inch forward, we should all recognize that there are affordable, achievable action steps that we can each take right now to mitigate the problem. We can decide to construct high-performance energy efficient buildings and homes, we can drive the demand for fuel-efficient cars and alternative public transportation, and we can choose to purchase efficient equipment, appliances and lighting – such as compact fluorescent bulbs (the bulbs with a “twist.”) If each of us changed out just 5 of our regular light bulbs for 5 compact fluorescents, our country could reduce the carbon emissions that cause global warming by more than 34 million tons every year!

Wisconsin has stepped up to the plate by offering a wide range of information and incentive programs to encourage consumers and businesses to make energy efficient and renewable energy choices (see www.FocusonEnergy.com). However, in some cases, it might be cheaper to specify additional energy saving technologies in our codes and standards. That is why we applaud and support the recent introduction of a Madison city ordinance that would require high efficiency lighting in the hallways and common areas of our rental properties. It's a win-win-win solution. Owners will see a decrease on their energy bills, tenants will recognize increased safety and better lighting quality, and we'll all benefit from one more positive action to address global warming.

Janet Brandt
Executive Director





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Existing Building Assessments

Focus on Energy's Apartment & Condo Efficiency Services Program specializes in energy efficiency for new and existing multi-unit residential properties.

Our wide range of services include:

- Energy evaluations, at no cost, that examine overall building performance, including heating and cooling systems and other measures
- Recommendations for improvements that target identified inefficiencies
- Information on efficient lighting for common areas and parking lots, and technology such as LED exit signs
- Financial incentives to buy down the partial costs of equipment upgrades
- In-Unit Exchange - Contact Focus on Energy to learn how installing compact fluorescent light bulbs, energy efficient showerheads and faucet aerators in building units can save you and the tenant money

Not only will building owners and managers be pleased with the lower operational costs, but residents will also notice the difference, lower utility bills and more comfortable living spaces.

For program information and assistance, please call 1.800.762.7077 or contact us via e-mail at focusinfo@focusonenergy.com.

