

Want a smart city? Start with smart lighting.



Smart lighting is the cornerstone of any smart city and the ideal strategic approach for cities wanting to go smart. Plus, a smart lighting communication network can be leveraged to support other smart devices and utilities.

Implement smart lighting as a foundation, and see your savings grow.

SMART LIGHTING Save 80% or more in maintenance costs.



SMART GAS Save up to 50% on operation and maintenance expenses.



SMART WATER Save up to \$1M per year in leak forgiveness, bad debt and collections.



SMART GRID Save over \$15M by reducing restoration efforts by 3 days.



There's a lot to gain by going smart. Understand the smart lighting story—and your role in it—and solutions come to light.

Broaden your perspective on city streetlights.

Streetlighting serves every facet of your community, benefitting citizens, employers and visitors. And its wide diversity of constituents makes smart lighting **a winning proposition for everyone.**

Smart lighting key stakeholders

- 44% non-municipal utilities
- 25% local government leaders and personnel
- 11% municipal utilities
- 9% consultants and advisors
- 5% project developers and technology partners
- 3% nonprofits
- 3% universities, HOAs and other self-pay entities



Consider your motivation.

Regardless of community size or type of stakeholder, there are shared motivations for upgrading streetlighting. **These are the top five.** Which ones speak to you?

- 1 Infrastructure budget parameters (57%)
- 2 High energy costs (45%)
- 3 High maintenance costs (40%)
- 4 Outdated streetlight technology (39%)
- 5 Enhanced streetlighting benefits (35%)

Ensure safety. It's the foundation of your community.

Smart lighting solutions play an integral role in creating a safe and inviting place to live, work and play.

40% of lighting constituents say that safer streets and parks are a high local priority, creating:



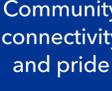
Driver and pedestrian safety



Crime deterrence



Neighborhood and public space security



Community connectivity and pride

Share financing with a strategic approach.

1/3 of cities need financing assistance to implement smart lighting.

Using the same funding options available for other infrastructure projects makes paying for smart lighting more doable than you might think.

Combine budgets with other departments and distribute applications.



Share resources and benefits with external entities.

Partner with third-party investors.

Engage in public-private partnerships like ESCOs and EPC.

Ask the right questions.

Knowing the right questions to ask about smart lighting equips you with the information you need to determine your best solution.

Who is included in the local ecosystem of influence around smart lighting?

Which other smart city initiatives might be complemented by smart streetlighting?

Who owns the existing streetlights, and who pays for their operation and maintenance?

Who is responsible for making local decisions and managing budgets?

Learn more about providing smart lighting solutions for your community.

Visit sensus.com/smartlighting and get illuminated.

