

# LAMAR ADVERTISING COMPANY

Energy Management  
Success Story



Manufacturing



## Advertising company raises visibility with LED energy efficiency project.

Lamar Advertising Company, one of the largest outdoor advertising companies in North America, shines a bright light on its customers through its creative advertising on a variety of static and digital billboards, interstate logos, transit formats, and airport advertising displays. And now in Southern California, the over 115-year-old business also is shining a bright light on the benefits of light-emitting diode (LED) technology after upgrading to these highly energy-efficient fixtures at 400 sites.

Using our Energy Efficiency Customized Solutions program, which offers tailored equipment upgrades that can help our customers obtain deeper savings and higher incentive payments, Lamar replaced the four to eight metal-halide bulbs per billboard with LEDs throughout our service territory, for a total of about 1,530 fixtures.

### RESULTS

- **Estimated annual savings of 2 million kilowatt-hours annually with LED upgrades**
- **A project incentive of nearly \$176,000**

*SCE Programs Utilized*

- **Energy Efficiency Customized Solutions**

### **“The bottom-line results are staggering.”**

According to Lamar’s Director of Sustainability & Product Research, Greg Gauthier, LED lights last three to four times longer and save about 70% in energy compared to metal-halide bulbs. Factoring in other components of electricity bills, he added, still results in bill reductions of 40% to 50%.

The bottom line? The LED upgrade project, completed with SCE’s support, earned Lamar an incentive of nearly \$176,000, with estimated savings of 2,000 megawatt-hours (2 million kilowatt-hours) annually.

With these significant energy savings, as well as longer life spans compared to metal-halide bulbs (approximately 12 to 15 years versus four years), LEDs also provide numerous additional benefits: less impact on the environment; decreased maintenance/operational expenses; and improved employee safety due to less frequent bulb replacements.

In addition to California, Lamar has also installed more than 50,000 LED lights on billboard structures in other

“We’re doing this (LED upgrade project) not only because it’s the right thing to do, but also because it makes good business sense. It’s a great move for business efficiency and actually makes you money. When you extrapolate small changes into large enterprises, the bottom line results are staggering.”

Greg Gauthier  
Director of Sustainability & Product Research  
Lamar Advertising Company

regions of the country. Lamar also continues to pursue additional environmental initiatives as part of its continuing commitment to spearhead innovation in the billboard industry involving energy efficiency, lighting control, renewable energy, and recycling. For example, across Southern California and the rest of the nation, Lamar uses completely recyclable polyethylene as its billboard printing substrate, and has a dedicated program to recycle the material back into plastic resins that can then be made into new products.

### “We saw the end goal...they helped us get there.”

When it came to the LED billboard upgrade project in our service territory, Lamar worked closely with its

previous and current Account Managers to streamline the installation and incentive process.

“Our Account Managers facilitated the project and paperwork,” Gauthier said. “We could not have hoped for a more positive experience. We saw the end goal and they helped us get there.”

We continue to work with Lamar to examine new opportunities, ranging from solar power to potential energy storage for billboards. Gauthier explained that it’s all about seeking out and evaluating technologies and processes that allow the company to improve operational and energy efficiency while minimizing its impact on the environment.

With its ongoing commitment to sustainable business practices, there’s no doubt that Lamar will continue to shine brightly as an industry leader in energy management during its next 100 years and beyond.

As a business owner or manager, you have a wide selection of savings opportunities, and SCE can deliver energy management programs and solutions with incentives and bill credits to go with them. Our energy management solutions offer a range of efficiency options, developed with your industry in mind, to help your business maximize savings over the long term through the permanent and temporary reduction of electricity usage.

## TO LEARN MORE

For more information about our energy management solutions, ways to reduce your energy usage, and manage your energy costs, visit [sce.com/energytips](https://www.sce.com/energytips) or contact your **SCE Account Manager**.

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