



Midland PUC – A Leader in Energy Efficiency

The Town of Midland reduces its street lighting energy use by 50% and receives over \$100,000 in incentives.

May 20, 2016 Midland, ON – The Town of Midland continually looks for projects that can improve efficiencies and increase the quality of life for its residents. The recent completion of the street lighting upgrade, that replaced 1400 street lights with high efficiency LEDs, is proof the Town is committed to undertaking projects to enhance and deliver energy saving efficiencies.

“We’re very pleased to have worked with Midland PUC to make our town more energy efficient. It was a good co-operative effort that has made our town better for our citizens with brighter, safer streets,” said Mayor Gord McKay.

Midland was one of the first municipalities in the area to implement a street lighting retrofit. It was implemented in two stages starting in early 2013 with the final lights retrofitted at the end of 2015. Midland now has safer streets with better light distribution and higher light levels. Driving conditions have also improved with the new LEDs directed downward where the light is needed and eliminating glare for drivers.

“The project has nearly eliminated calls to our office from residents complaining of burned out street lights since we now have a more robust, reliable street lighting network,” said Roy Rogers, Operations Manager for Midland PUC. The new LED fixtures are designed to be maintenance free for 15-20 years.

Once completed, the total estimated energy reduction for the project was nearly 600,000 kilowatt-hours. The Town of Midland received close to \$100,000 in incentives through the Save on Energy program offered by the Independent Electricity System Operator based on that energy reduction.

“The new street lights have significantly reduced the maintenance costs for the lights and reduced energy consumption by 50 percent,” said Phil Marley, President and CEO at Midland PUC. “The Town recognized the benefits of the retrofit early on and made sure that it went ahead. They showed great leadership and vision in embracing this project.”

Midland PUC services approximately 7,100 residential and commercial customers within the Town of Midland. Its mission is to provide safe, reliable, and efficient delivery of electrical energy to its customers while providing the best value to its shareholders - the citizens of Midland.

For further information contact:

Phil Marley
President & CEO Midland PUC
pmarley@midlandpuc.on.ca
705 526 9362 Ext.204

Roy Rogers
Operations Manager, Midland PUC
rrogers@midlandpuc.on.ca
705 526 9362 Ext.212