



Department of Public Works

Jeffrey J. Mantes
Commissioner of Public Works

James P. Purko
Director of Operations

MEDIA ADVISORY

For Immediate Release: Monday, March 9, 2009

For Additional Information Contact: Cecilia Gilbert, Permits & Communications Manager, 286-3261 or 708-2295 (cell)

WE Energies Presents Check to Mayor Barrett & Department of Public Works for LED Traffic Lights *Saves Money, Emits Less Pollution*

On Tuesday, March 10th at 11:00 a.m. on the first floor of the Zeidler Municipal Building there will be a check presentation from We Energies to Mayor Tom Barrett and the Department of Public Works for the installation of Light Emitting Diodes (LEDs) in traffic signals in the City of Milwaukee. The City of Milwaukee is in the process of changing the lights at all 730 plus traffic signals in the City from incandescent light bulbs to energy-saving LEDs.

Four years ago, the Department of Public Works applied for and received funds to start the installation of LEDs in the vehicle and pedestrian indications of the traffic signals. The LEDs appear brighter than incandescent bulbs so there is a safety benefit in using them. Even in bright sunlight, LED traffic signals are highly visible.

Because of the electrical energy savings, additional grant sources were available such as this grant from We Energies. Through a close collaboration, We Energies has made it possible for the City of Milwaukee to receive the \$104,327.33 to help offset the costs of the LEDs.

Ms. Thelma Sias, Vice President of Local Affairs, for We Energies will make the presentation. Other We Energies staff attending the event are; Dean Schultzbank, Principal Account Manager, Socorro Gonzales, Principal Representative, Judy Mathewson, Manager, Energy Efficiency Strategy, and Bob Reagan, Senior Specialist, Marketing.

WHO: Mayor Tom Barrett
Ms. Thelma Sias, Vice President, Local Affairs, We Energies
Jeff Polenske, City Engineer, Department of Public Works

WHAT: Check Presentation – LED Traffic Signals

WHEN: Tuesday, March 10, 2009
11:00 a.m.

WHERE: Zeidler Municipal Building
841 North Broadway, First Floor