



Energy Efficiency Case Study

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Lower Cape TV

Project Summary:

Lower Cape TV is a 501(c)(3) nonprofit community access television station that supports community voice, local news reporting, and access to video storytelling tools and training. The organization runs public and education access cable channels 99 and 22 for the towns of Brewster, Eastham, Orleans, Wellfleet, and Truro, and provides free access to video equipment and training for community members.

When the organization moved their offices and television studio into a fixer-upper 1980s warehouse in downtown Orleans, an Energy Assessment by local Mass Save® Sponsor Cape Light Compact identified an energy savings opportunity in the flickering, fluorescent lighting. Over 60 fixtures were replaced with LEDs, and occupancy sensors were added.

Older, outdated TV studio lighting has a reputation for being inefficient and emitting excess heat. Cape Light Compact supported the installation of more than 40 new LED studio lights, which are highly efficient and create a more comfortable studio environment.

Lower Cape TV took advantage of Cape Light Compact's non-profit offering for incentives, and the lighting upgrades, in total, are expected to save approximately 140,000 kWh annually, or around \$23,000.*

"We live on a fragile sandbar, and it's important to us to be stewards of the environment. Not only are we using less energy—the lighting made such a difference in the human experience of this building. The color, quality, and lack of flicker make people much more comfortable without consciously noticing it," said Teresa Martin, Lower Cape TV's Executive Director.

*Estimated savings calculated based on Cape Light Compact's commercial electricity rate for supply for June–December 2022, 16.91 cents/kWh.



THE NEED

Environmentally friendly, high-performing, and comfortable operational lighting and studio space.

THE SOLUTION

Operational Lighting: Retrofitted 62 fixtures and 8 screw-in lamps and added 8 occupancy sensors. Added 42 LED studio lights.

SAVINGS DATA

- Approximate kWh Savings: 140,231
- Total Project Cost: \$85,445
- CLC Incentives: \$55,208

BENEFITS TO THE CUSTOMER

- Increased comfort in studio and office space
- Decreased energy bills

About Mass Save:

Together, we make good happen for Massachusetts. Your local electric and natural gas utilities and energy efficiency service provider are taking strides in energy efficiency: Berkshire Gas, Cape Light Compact, Eversource, Liberty Utilities, National Grid and Unitil. As one, we form Mass Save®, with the common goal of helping residents and businesses across Massachusetts save money and energy, leading our state to a clean and energy efficient future.

WE ARE MASS SAVE®:

