

Cree Supports Bay Area Climate Collaborative in Promoting LED Street Lighting

San Francisco Bay Area non-profit Bay Area Climate Collaborative and leading lighting manufacturer Cree, Inc. have teamed up to catalyze municipal LED upgrades

SAN JOSE, CA, USA, March 5, 2015 /EINPresswire.com/ -- Cree Supports [Bay Area Climate Collaborative](#) in Promoting LED Street Lighting.

The Bay Area Climate Collaborative (BACC) has teamed with market-leading LED lighting innovator Cree, Inc. to support their ongoing initiative towards advancing the municipal LED lighting market in the Bay Area. This alliance will benefit BACC's efforts to advance the streetlight program and continue to change the face of street lighting in the Bay Area.

Cree will serve as a powerful sponsor for the BACC's Next Generation Lighting Initiative, which has worked extensively to generate support and action in updating over 200,000 municipal streetlights in the Bay Area. To date, more than 85,000 streetlights have been transitioned to LED in cities that BACC has supported.

Cree is a regional leader in LED street lighting. They have worked with PG&E for several years, having supplied and installed more than 60,000 Cree® light fixtures in cities throughout Northern and Central California. Notable Bay Area installations include Pittsburgh, Oakland, Richmond, Walnut Creek, Danville, South San Francisco, and San Mateo. Other significant non-PG&E installations in Northern California include Pacifica, San Leandro, County of Contra Costa, Davis, Vallejo, West Sacramento.

"The widespread adoption of LED street lighting in the Bay area and across the country is proof that replacing outdated inefficient technologies with LED lighting makes economic sense, saving energy and money for municipalities from the moment they're installed," said Greg Merritt, Cree vice president of marketing and public affairs. "As the world's only vertically integrated, pure play LED lighting company with more than 60,000 Cree® LED streetlights installed throughout Northern and Central California, we're proud to sponsor the BACC in their mission to educate and support the adoption of LED lighting."



Cree will also serve as title sponsor for the BACC's [upcoming LED streetlight workshop](#) on March 31st. This workshop will focus on strategies for successful LED street and parking lighting deployments. Over half the cities in the Bay Area have participated in past BACC workshops, which has enabled the BACC to assist in the LED upgrade of over 85,000 Bay Area streetlights.

"LED street lighting has major financial and environmental benefits for local governments. Streetlight upgrades can provide municipalities with immediate energy and cost savings," said Rafael Reyes, Executive Director of the Bay Area Climate Collaborative. "The support of Cree, Inc. will greatly aid in advancing LED streetlight technology throughout Bay Area cities and encourage the growing clean energy economy."

About Bay Area Climate Collaborative

The BACC is a public-private partnership, and a program of [Prospect Silicon Valley](#). Strategically created in 2009 by regional civic and business leaders to accelerate the Bay Area clean energy economy through market-oriented projects. Through their various partnerships with local governments and local business sponsors, affiliates of the BACC encompass over 70% of the Bay Area population. The BACC focuses on driving the innovation and implementation of electric vehicle, energy efficiency, and distributed renewables. For more information, please visit: www.baclimate.org

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Alison Erlenbach
Bay Area Climate Collaborative
(408) 475-9059
[email us here](#)

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