

# BEST PRACTICES IN APPROACHING COMMUNITIES FOR DARK SKY CONSERVATION

## 9 STEPS OF ACTION

- 1. REACH OUT TO EXISTING COMMUNITY ADVOCATES:** Reach out to fellow advocates or residents you may know who live in the community you are hoping to approach. It is extremely helpful to find out what actions have been taken in the past, who would be supportive, and what the concerns are now or were in the past.
- 2. IDENTIFY POTENTIAL ADVOCATES:** Ask community advocates to feel around for others that may be in support of the conservation of natural darkness.
- 3. IDENTIFY CURRENT EFFORTS:** Find out if the community is actively promoting their night sky resource in marketing or advertising for tourism purposes.
- 4. HOLD A SOCIAL EVENT:** Invite elected officials, local business owners, and local advocates to a social event which includes food, night sky time, and a few key speakers to talk with the group with a focus on what the local advocate feels will be best received in the community. Their take on astro-tourism, economic gains, energy savings, heritage of rural character, cultural connection, natural resources, etc.
- 5. ENJOY THE NIGHT TOGETHER:** Hold a community night sky viewing and be sure to invite community leaders, business owners, and political leaders as well as the greater community.
- 6. SHOW 'EM WHAT THEY'VE GOT:** Take night sky photos of the community as well as night sky quality readings to show them what they already have.
- 7. PRESENT ON THE BENEFITS:** Present for the city and county councils in your area on the benefits of natural darkness, the economics of astro-tourism, energy savings from smart lighting, low impact recreation, ecological impacts of artificial light at night, health impacts of artificial light at night, etc.
- 8. FOLLOW UP:** Follow up with the council members afterwards to answer questions, to offer assistance if there is interest in updating lighting code, and to support outreach efforts in the community.
- 9. CONSIDER AN AWARDS PROGRAM:** Consider setting up a community awards program to offer public appreciation for residents and businesses who upgrade their outdoor lighting to night sky friendly fixtures.

## 5 LIGHTING PRINCIPLES QUICK REFERENCE

FROM THE INTERNATIONAL DARK SKY ASSOCIATION IN PARTNERSHIP WITH THE ILLUMINATING ENGINEERING SOCIETY



### 1. USEFUL - All light should have a clear purpose.

*Before installing or replacing a light, determine if light is needed. Consider how the use of light will impact the area, including wildlife and the environment. Consider using reflective paints or self-luminous markers for signs, curbs, and steps to reduce the need for permanently installed outdoor lighting.*



### 2. TARGETED - Light should be directed only to where needed.

*Use shielding and careful aiming to target the direction of the light beam so that it points downward and does not spill beyond where it is needed.*



### 3. LOW LIGHT LEVELS - Light should be no brighter than necessary.

*Use the lowest light level required. Be mindful of surface conditions as some surfaces may reflect more light into the night sky than intended.*



### 4. CONTROLLED - Light should be used only when it is useful.

*Use controls such as timers or motion detectors to ensure that light is available when it is needed, dimmed when possible, and turned off when not needed.*



### 5. COLOR - Use warmer color lights where possible.

*Limit the amount of shorter wavelength (blue-violet) light to the least amount needed.*