



Night Sky Friendly Business Recognition Program

Step 1: Determine what geographic region or area you will focus on for the program, at least to begin with. This can be a small town or a downtown area or a larger town, or a particular set of roads with many businesses on them.

Think about a partner for the program. This can be your local Chamber of Commerce, for example. The partners for the program need to match the geographic area you will focus on. We suggest holding off to contact a potential partner until you finish **Step 4**.

Step 2: Begin to survey the outdoor lighting for businesses in the geographic region you chose. It is best to conduct night time surveys. During a night time survey, take notes or use a spreadsheet to record the lighting quality for each business in the area, placing each in one of the following categories:.

Category A: These businesses already have night sky friendly lighting or no existing exterior night time lighting. They deserve recognition already!

Category B: These businesses are close to earning recognition, but need 1-2 small adjustments to earn recognition .

Category C: These businesses need lots of improvement -- we will worry about them later, once the program has some momentum. .

A note about standards:

-It is up to you how to set the standards for recognition. For instance, are Christmas lights (outside of December) disqualifying? Is internally-lit white signage disqualifying? Set the standards so they work for your group and your community. This program should be encouraging to businesses, but also demonstrative of what night sky friendly lighting is all about.

-While Correlated Color Temperature (CCT) is an important consideration for night sky friendly lighting, it is usually not practical to include a CCT standard in this program.

Step 3: Consolidate your survey results and determine how many businesses fall into each category. We have found that for many places, $\frac{1}{3}$ of the businesses fall into Category A already. We suggest you focus on Category A places first when starting to recognize business and then move on to Category B and C. Recognizing Category A places helps the program to start off on a positive note and can help to encourage other places that do not satisfy Category A to follow suit.

Step 4: It's time to approach a potential partner such as your local Chamber of Commerce. Showing them your survey is a great way to show them you are serious about the program and to assure them that this will be a positive program--there are already lots of businesses deserving recognition! Ask them to contribute to the cost of the Night Sky Friendly Business Recognition Program decals, about \$130.

Step 5: Contact us at the Hill Country Alliance when you are ready to order decals. Decals will include the names of the partners involved, including your group.

You can use this [Fact Sheet](#) to help you communicate with your partners about the impacts of light pollution and more about the program and this [Cover Letter](#) to reach out to businesses to join the program.