

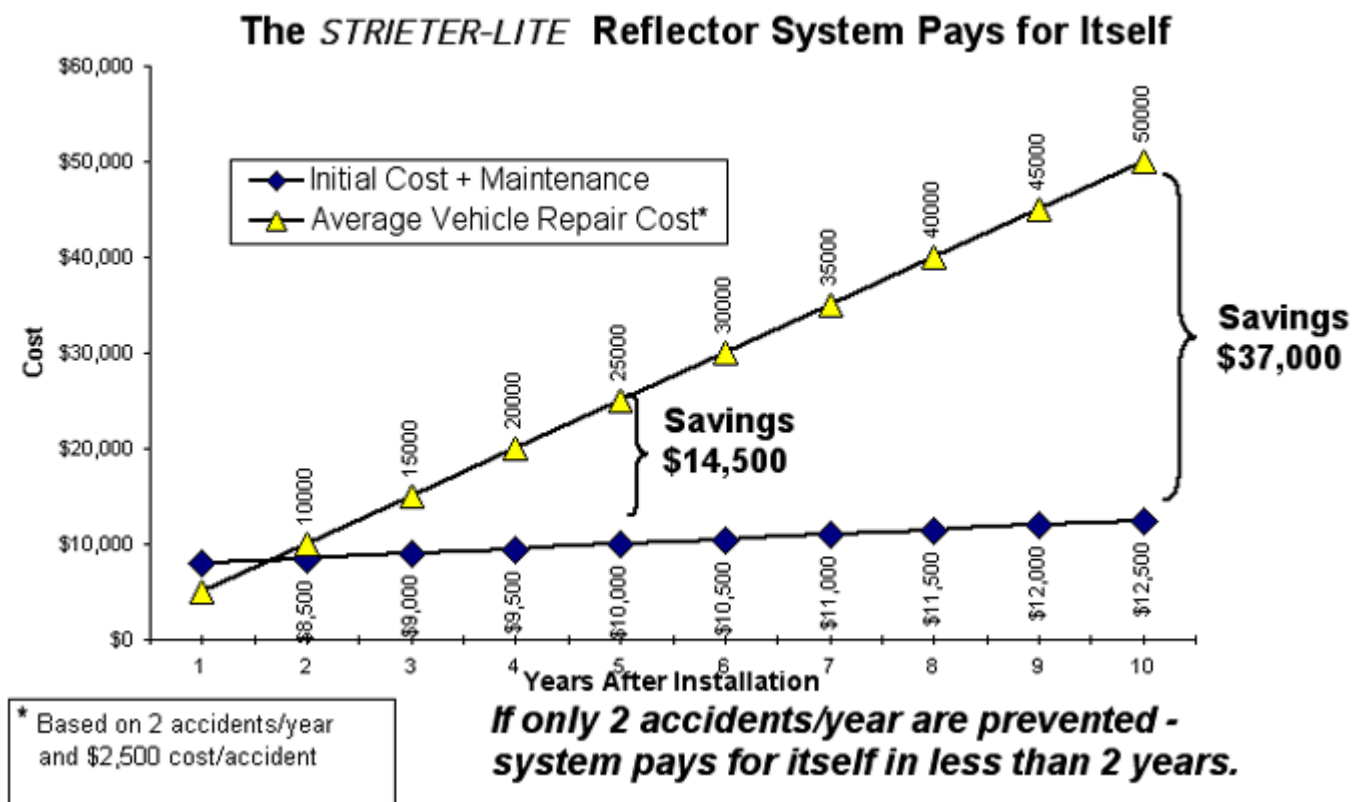
Costs

The Strieter-Lite System Is Cost-Effective Within the First Year

The typical cost for one mile of reflectors ranges from \$3,400–\$4,000, depending upon quantities purchased. Most reflectors average 12.5 years of service thus costing only \$272 to \$320 per mile per year. The total cost of installation with reflectors, posts, equipment, and labor is \$10,000–\$15,000 per mile. Since the cost of a deer-auto collision is \$2,500, the Strieter-Lite is cost effective within the first year where there are only two to three collisions per mile per year prevented.

Thereafter the cost is negligible; only maintenance expenses are required. Based on several states' maintenance records, the cost per mile per year to maintain the reflectors is \$500.

As you can see from the graph below, since the maintenance cost is negligible, the savings increase each year as the Strieter-Lite continues to prevent deer-auto collisions.



On the **Testimonials** Web page, there is data provided by a user (Dennis Randolph) who made a cost estimate for installing 265 reflectors on a one mile section of highway. He then did a cost benefit computation based on a 70% reduction of deer crashes and showed that the installation costs were paid back by crash damage cost savings in just over one year!