

**“Concord Gets Cooler” Fair/Campaign  
Category Description Sample and Template  
July 6, 2016**

**LEDs**

**Category, Actions and Exhibit Plan -**

Category: LED Lights

Slogan: Brighten Up with LED

Category Owner: Annie Moore

Action #1: (Note that there will be multiple Actions for many Categories and that every Action must have all of the following items completed)

Replace incandescent bulbs with LED now!

<i>Barrier</i>	<i>Response</i>	<i>Supporting Exhibit Material</i>
LEDs are too expensive	Prices are going down, they last much longer, and they use less electricity, so break even is within three years.	Price & life listings
LEDs are not as nice looking as incandescent bulbs	There are multiple colors and intensities that can look good in any room in the house.	CMLP’s LED/comparison light array. A room-by-room guide of which bulbs work best in different environments
Don’t know where to get LEDs	LEDs are available wherever light bulbs are sold, as well as online	List of local stores that sell LEDs
LEDs aren’t dimmable	Some LEDs are specifically designed for use with a dimmer. The dimmer itself needs to be able to work with LEDs as well.	Info on different kinds of LEDs that dim, plus the light array with examples of dimmable LEDs.

Earned Annual Points:

LEDs use 8.3 times less electricity than incandescents.

Existing incentives:

CMLP rebate, Mass Saves rebate if outside of Concord

Needed new/additional incentives:

Increased CMLP rebate to match Mass Saves amount

Key Statistics:

*Based on 1 LED used 7 days/week for 5 hours/day vs. incandescent bulb*

- Spend 8.3x more on electricity with incandescent vs. LED per year
- Replace incandescent 40 times more often than LED
- Total cost of one LED over 27 year life is \$407 less than cost of incandescent (with replacements)

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Other Benefits:

- Fewer replacements
- LEDs do not produce heat – making them more efficient and safe

Key Messages:

- LEDs are now able to replace every bulb in the house without changing the quality of lighting or dimmability
- Cost of LEDs is going way down and they start saving you money within a couple years

Vendors to be invited:

?

Exhibit staffing: (names of volunteers to be added as identified)

Relationships with Local Businesses:

ACE Hardware, Vanderhoof, West Concord 5 & 10 to promote LED bulbs

Giveaways/Reduced price merchandise:

Special Exhibit Needs: (e.g., number of tables, power outlets?)

Power outlets, power cords, 2-3 tables

Workshop?:

Handouts:

Info on LED products, room by room guide to which bulbs go in which rooms.

Line-Item Budget:

N/A