

## The LEC Community Coordinator (LECCC):

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Nov. 9<sup>th</sup>, 2012

At the beginning of the process or upon completion of the Light-Efficient Community Policy council should establish a temporary position of LEC *Community Coordinator (LECCC)*. (See *LEC Kit document: LEC Community Coordinator*)

One of biggest problems in making change in the community is to ensure that the public has complete, accurate, up-to-date information about the coming changes. Failure to do this usually results in chaos and in many calls to various local offices as people see changes occurring without prior knowledge. The easiest and best solution is to have one person acting as liaison between the citizens and local government. Having one person coordinate all information for the public helps to ensure that the information is available, correct and consistent as this person will have access to all the information involved in the change.

This professional person will work to ensure that the community understands the W5 (who, what, when, where, why..and how) the policy is going to be instituted and how it will affect city lighting along with residential, business, industrial and institutional lighting within the community.

This person will have as his/her job description:

- liaising with the council, LEC Policy Committee, other LEC's and the public
- collecting and organizing information on LEC's, their policies, approaches, problems and solutions.
- promotion of the LEC concept through the creation and distribution of LEC-related materials to all sectors of the community
- creating a local LEC web site to promote the concept, educate the public, answer questions, etc. (Perhaps a joint LEC web site with local interest groups can be arranged.)
- attending and speaking at various lighting-related community functions (particularly if a neighborhood is undergoing lighting changes)
- answering questions from community members and others
- obtaining feedback from the community on the program, its problems and effects.
- providing data to and interacting with the Lighting Department, LEC Committee and council.
- providing feedback to the community about successes and problem resolutions

This person must have excellent interpersonal and communications skills and an interest in community affairs and service. He/she must have a penchant for problem solving communications problems and promoting new ideas and change.

The program materials must include the definition of a LEC. Community materials must also emphasize that *“the program intends to save energy and tax dollars while enhancing lighting through the choice of better, new technologies used in an intelligent, efficient, effective manner to provide increased safety and security while improving the quality of life and protection of the environment.”*

All aspects of the program should be outlined in initial communications, the probable dates in which any actions are to be taken and the outcomes expected. These outcomes should also indicate how they will positively affect the citizens and environment of the areas involved.

The LECCC should also be responsible for the creation, deployment, retrieval, analysis and reporting on a feedback mechanism for the program. This could be incorporated into the web site. The feedback program must make it easy for citizens to voice their concerns and/or provide feedback on the program, its effects and results. The LECCC should report the on-going results of the communications and feedback program to the LEC Committee and ultimately to council.

Although council may be primarily concerned with city lighting, a LEC is also concerned with the other types of outdoor lighting that waste energy, create glare, light trespass and create light pollution. These include residential, sports, business, industrial and other areas. LEC bylaws adopted by council should include control over these other types of lights with a period of grace in which to make changes and meet bylaw requirements. The LECCC’s information

packages should include recommendations and information on how owners of homes, businesses, industry, etc. can meet these requirements by including examples of approved fixture types along with local sources for such. (In one case a local store became an outlet for LEC-approved exterior lights and offered discounts for the same.)

It must be remembered that the more help and information the LECCC can provide to citizens, the easier, quicker, smoother and more successful the transition will be. People do not like being left in the dark, no pun intended, as to what they should replace, when they should replace it, what kinds of fixtures are acceptable and what sources exist. Information sharing and feedback are the keys to success in creating a Light-Efficient Community!