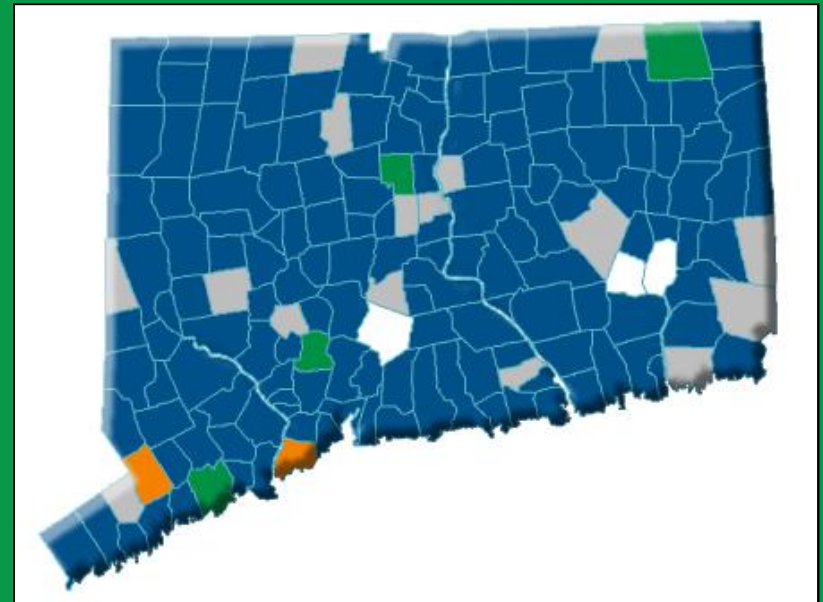




Empowering you to make
smart energy choices

Driving Energy Savings & Participation in your Community



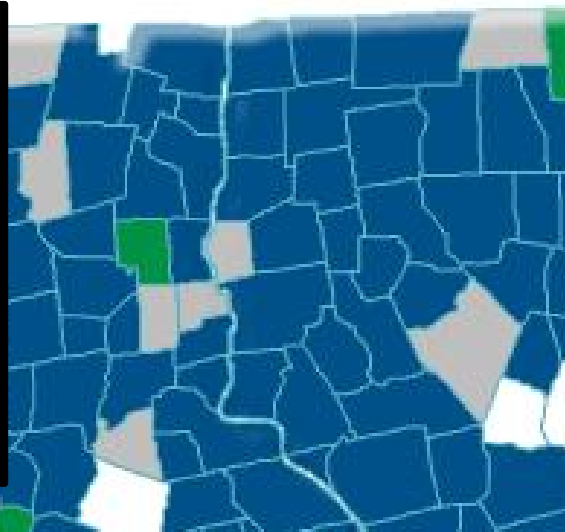
Samantha Sojka, Eversource
Lisa Sarubbi, The United Illuminating Company

Becoming a Clean Energy Community is as easy as 1, 2, 3

1. Commit to “Clean Energy Communities Municipal Pledge”
2. Pledge to make a 20% Energy Reduction in Municipal and Board of Ed buildings.
3. Create a Municipal Action Plan a strategy to achieve energy savings and goals



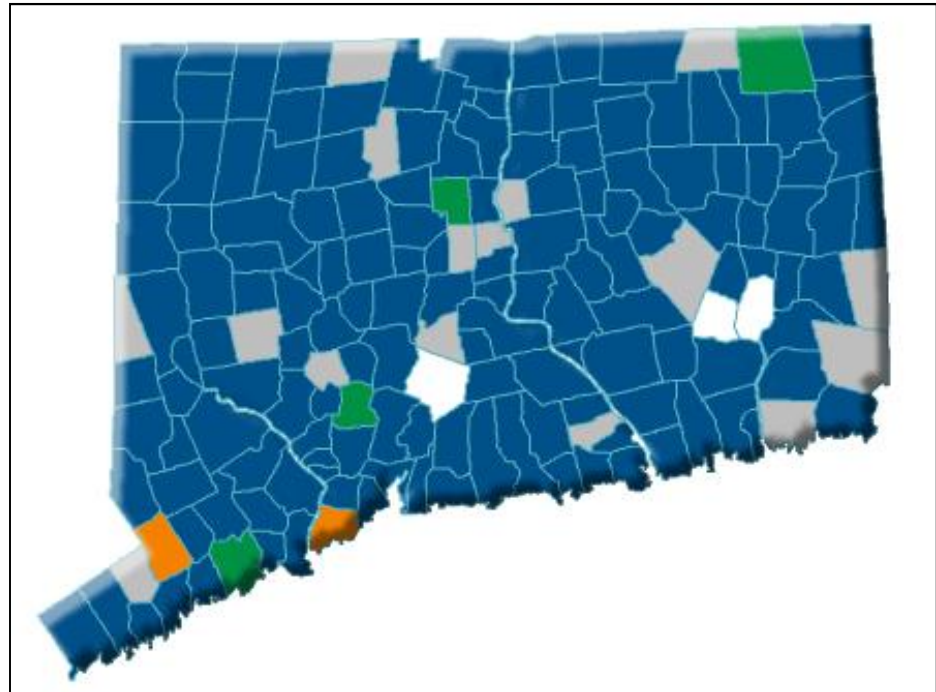
How We Deliver



CONNECTICUT



90% and Growing Statewide Participation



Star Performer – Bloomfield, CT

BLOOMFIELD

Town Receives \$10,000 Energy Grant

By **STEVEN GOODE**
sgoode@courant.com

BLOOMFIELD — By going green, the town is getting some green.

Energize Connecticut, the statewide consortium promoting energy efficiency, has awarded the town a \$10,000 "Bright Ideas" grant through its Clean Energy Communities program.

The town, one of 60 in the state participating in the program, is the first to receive the grant.

Bloomfield qualified for the award by reaching a goal based on points earned by having residents and businesses partici-

pate in state Energy Efficiency Fund programs. Programs such as Home Energy Solutions, Small Business Energy Advantage or Retro Commissioning are designed to help people and businesses use energy more efficiently.

Sarah Meyer, senior program administrator for Connecticut Light & Power, said Bloomfield, which joined the program in April 2012, earned the points by participating in an energy assessment program for residents.

Meyer said that points earned by applying for energy audits, weatherstripping doors and windows, and installing energy-efficient light bulbs earned the town the grant.

field Conservation, Energy and Environment Committee, said the grant will be used to conduct an energy audit of several town buildings.

John Lawlor, director of public works, said the town already has contracted with an energy services firm to conduct audits at town hall, both public libraries, the police department and 330 Park Ave.

"I know from looking in our buildings that there are some things wrong," Lawlor said.

Lawlor said he expects the audit to be



energize 
CONNECTICUT

Successful Campaign Components

The Hartford Courant

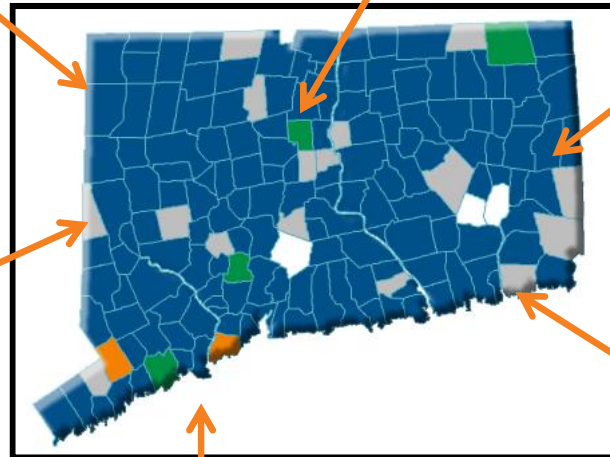
PR/Positive Media



Town Wide Mailings



Grassroots Outreach



Strong Community Relations



Canvassing



Lead by Example Events

Town Profile: Bloomfield



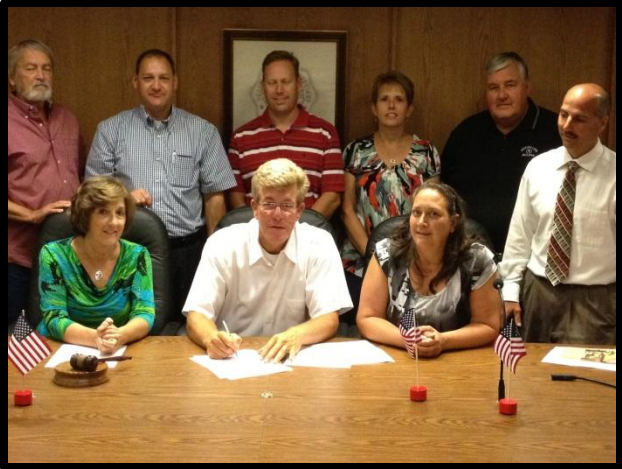
Residential
homes
30 %
participation

Business & Municipal
accounts
22 %
participation

286
Points

\$10K
Bright
Idea
Grant

Verifying Program Impact



**Engage
Educate
Empower**



Energize Your Communities

Program Materials

EnergizeCT.com

www.eversource.com

www.uinet.com

Clean Energy Communities

Eversource

United Illuminating

Database of State/Fed Incentives for Energy:

www.DSIREUSA.org

Bench Marking a Municipality 101:

www.energystar.gov/buildings

Example of a Clean Energy Community:

Stamford, CT

www.sustainablestamford.com



Questions?

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The United Illuminating Company

