



# **Giving Small Markets A Big Voice**

*ACEEE Market Transformation Conference*

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# A Story of 49 Municipalities

- Promoting energy efficiency in spite of
  - Noncontiguous geography
  - No central regulatory jurisdiction
  - Disbelievers and naysayers
  - Economic recession
- Catalyst - central EE administration for market-based strategies
- Building the platform for growth by delivering value



## American Municipal Power, Inc. (AMP)

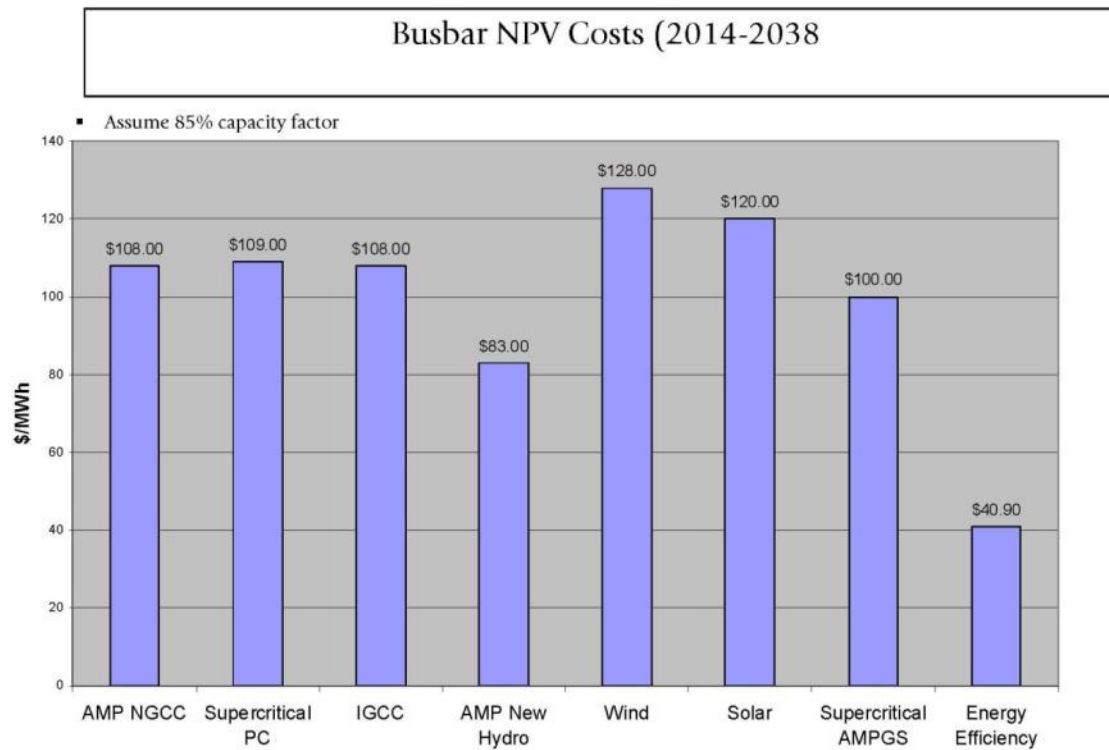
- Non-profit wholesale power supplier and services provider for 137 municipal electric systems in 7 states

DE, OH, PA, VA, MI, KY and WV

- Member-owned and governed
- Formed in 1971



## 2008 - AMP Board Set Energy Efficiency Goal



# Key Influencers

- Sustainability as a means to diversify power portfolio
  - Surrounding IOUs starting EE Programs
  - Reviewed models – “turnkey” central administration
  - EPA environmental mitigation settlement
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## Partnership with Vermont Energy Investment Corp

- **Mission-driven nonprofit**
- **25 years reducing economic, environmental costs of energy**
- **Energy efficiency, renewable energy & transportation**
- **National & international consulting & implementation**
  - Program design, planning, & evaluation; policy & advocacy, research & development
  - Regulators, government agencies, utilities, foundations, advocates
- **Efficiency Vermont** – Nation's 1<sup>st</sup> energy efficiency utility



# Value for Central Administration

- Building relationships with individual member communities
- Comprehensive, market-based approach to integrated services
- Performance contract
- Seamless reporting
- Value proposition for new members



# THREE STATES, 49 COMMUNITIES, ONE MISSION.





# Gathering Critical Mass

- 3-year Contract (2011-2013)
  - Customers: 200,000
  - Savings Goal: 75,000 MWhs (1.5% of load)
  - Budget: \$25 Million
  - Guaranteed, verified savings for majority of municipalities

# Starting with Basic Services

- Efficient Appliances at the Point of Sale
- Appliance Recycling
- Efficient Lighting at the Point of Sale
- Efficient equipment at normal time of replacement for small to medium sized businesses
- Custom services for large commercial & industrial customers
  - Account management & technical assistance

# The Role of Account Management

- Each regional account manager assigned 10-20 municipalities
- For Municipal Utilities
  - Liaison between Efficiency Smart & community for all initiatives
  - Supplements local staff / strengthens relationships with community businesses
- For Business
  - Strategic partner / helps to drive efficiency projects
  - Opportunity identification
  - Brings in technical assistance as needed



# Barriers to Retail Point of Sale Efficient Lighting Program

- Noncontiguous service territories
  - Benefits can only go to subscribed member municipalities
  - Limited products on the shelf
  - Municipalities promoting free lighting giveaways
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# Partnering with Major Lighting Manufacturer

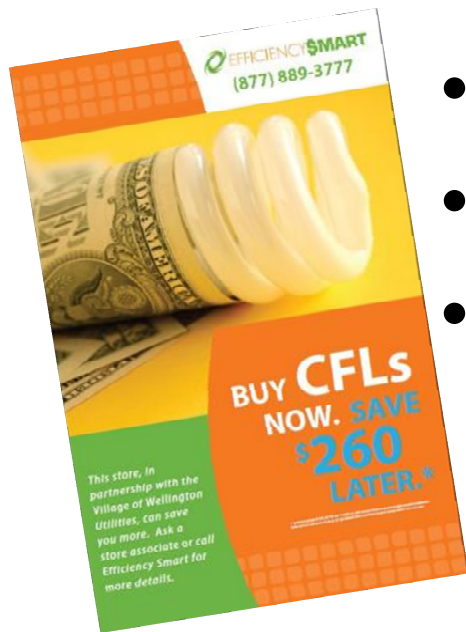


- 500 retail locations
- Coupons to attribute savings
- Quarterly promotions
- Local retailer support
  - Special point of sale materials
  - Bonus incentives
  - Local retailers sold more than big box stores by 2 to 3 times



# Local Promotions

- Local papers
- Radio
- Newsletters
- Word of mouth
- Local champions



# Platform for Growth

- 2012- Enrolling new AMP Members
- Beginning to explore potential to serve non-AMP communities



## Contact Information

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