



Empowering you to make
smart energy choices

The Great Light Bulb Exchange

*Presented at the 2015 ACEEE National Conference on Energy
Efficiency as a Resource*

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Energize Connecticut

- Energize Connecticut is a statewide branding initiative to help consumers save money and use clean, affordable energy.
- A partnership of the Energy Efficiency Fund, the Connecticut Green Bank, Department of Energy and Environmental Protection (“DEEP”) and local electric and gas utilities.

Why Energy Efficiency?

- Benefits for the Environment
 - Reduces air pollution, greenhouse gas emissions, and water use
- Benefits for our Customers
 - Lower utility bills now and in the future
 - Improves comfort, health and safety
 - Gives more control and understanding

Energy Efficiency For Everyone

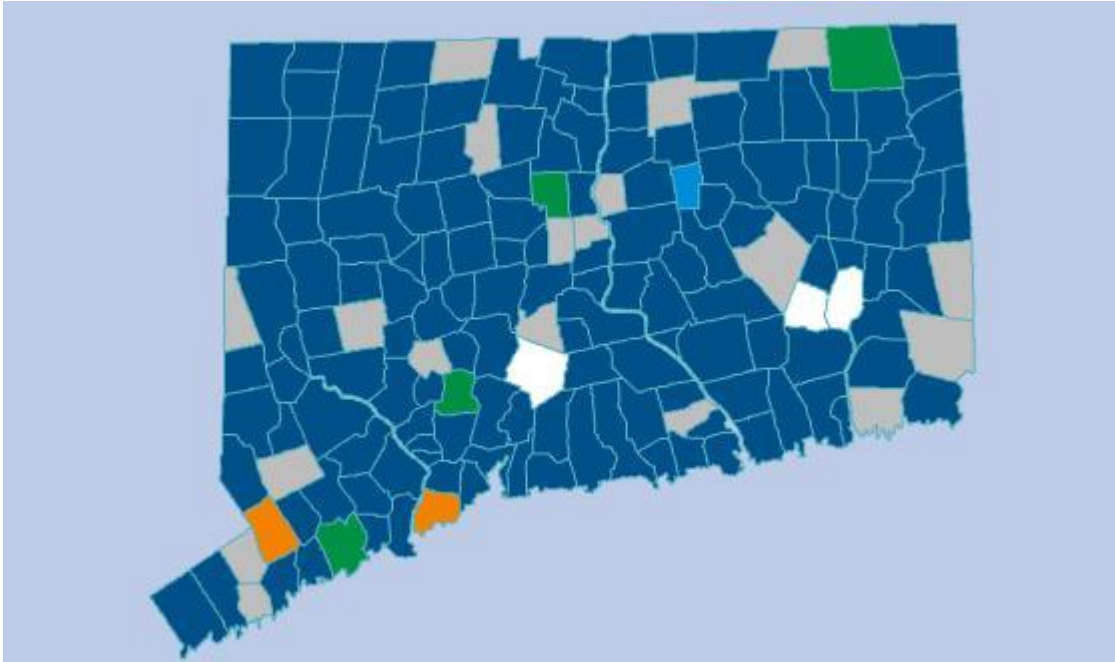
- Who We Serve

- Residents, businesses, municipalities, communities, traditional schools and technical career high schools

- What We Offer

- Financial incentives, rebates, grants, financing
- Technical assistance and installation services
- Education and community outreach
- Workforce development

Clean Energy Communities - Overview



Becoming a Clean Energy Community is Easy

- ✓ Commit to “Clean Energy Communities Municipal Pledge”
- ✓ Pledge to make a 20% energy reduction in municipal and board of education buildings
- ✓ Create a Municipal Action Plan, a strategy to achieve energy savings and reduction goals
- ✓ Recognition of achievements

CLEAN ENERGY COMMUNITIES MUNICIPAL PLEDGE

The Clean Energy Communities program is an initiative funded by both the Clean Energy Finance and Investment Authority (CEFIA-formerly known as the Connecticut Clean Energy Fund) and the Connecticut Energy Efficiency Fund. CEFIA and the Energy Efficiency Fund develop programs which collectively seek to have Connecticut cities and towns both reduce energy use and increase support for clean, renewable energy for municipal facilities. The Energy Efficiency Fund programs are administered by The Connecticut Light and Power Company, The United Illuminating Company, Yankee Gas Services Company, The Southern Connecticut Gas Company, and/or Connecticut Natural Gas Corporation (collectively, “the Companies”).

By applying currently available energy efficiency and clean, renewable energy technologies the Town of Trumbull can save money, create a healthier environment and strengthen local economies; and accordingly, the Town of Trumbull makes the following Clean Energy Communities Municipal Pledge:

1. The Town of Trumbull pledges to reduce its municipal building energy consumption by 20% by 2018. Building energy consumption shall be determined by benchmarking municipal building energy consumption to a baseline fiscal year. The Town of Trumbull can elect from the following fiscal years to determine its energy baseline year: 2008-2009, 2009-2010, 2010-2011, or 2011-2012.
 - a. The Town of Trumbull will seek to reduce its municipal building energy consumption for municipal facilities by at least 20% by 2018. The schedule follows:
 - i. Fiscal Year 2012-2013: 5% Reduction
 - ii. Fiscal Year 2013-2014: 8% Reduction
 - iii. Fiscal Year 2014-2015: 11% Reduction
 - iv. Fiscal Year 2015-2016: 14% Reduction
 - v. Fiscal Year 2016-2017: 17% Reduction
 - vi. Fiscal Year 2017-2018: 20% Reduction
 - b. The Town of Trumbull will work with the Companies, contractors or other entities to benchmark all of its municipal buildings (including board of education buildings) to determine all municipal building energy usage.
 - c. Beginning July 1, 2015, the Town of Trumbull agrees to provide documentation of its municipal building energy consumption on an annual basis by the end of the first quarter of the following fiscal year.
 - d. The Town Trumbull pledges to create its own Municipal Action Plan (MAP) to determine its path in reducing its energy consumption. The Town of Trumbull may satisfy this requirement by submitting a pre-existing municipal energy plan, sustainability plan, climate change action plan or similar document.
 - e. There is no penalty if the Town Trumbull fails to meet the reduction amounts set forth in the schedule above. However if these reduction targets are not met starting July 1, 2015, the Town of Trumbull will not be eligible to receive Bright Ideas Grants from the Connecticut Energy Efficiency Fund and Companies under the Clean Energy Communities program.
2. The Town of Trumbull pledges to purchase 20% of its municipal building electricity from clean, renewable energy sources by 2018.
 - a. The Town of Trumbull will seek to make a voluntary purchase of at least 20% of the electricity for municipal facilities from clean, renewable energy sources by annual CEC program requirements. The schedule follows:
 - i. Fiscal Year 2012-2013: 15% Purchase
 - ii. Fiscal Year 2013-2014: 16% Purchase
 - iii. Fiscal Year 2014-2015: 17% Purchase
 - iv. Fiscal Year 2015-2016: 18% Purchase

Engaging our Communities



Engage
Educate
Empower



Drivers for a Creative Lighting Campaign

- Achieve communitywide energy reduction goals
- Collaboration with municipalities to promote energy efficiency
- Regulatory directive
 - Penetrate hard-to-reach markets, including distressed communities and low income residents
 - Target customers unlikely to invest in energy efficient lighting
- Market transformation
 - Increase adoption of LEDs

Barriers to LED Adoption

- High upfront cost
- Poor CFL experiences
- Lack of consumer awareness and education
- Lighting aisle confusion
 - Too many choices
 - Changing product lines



The Great Light Bulb Exchange Initiative

- Turn-in events for customers to exchange incandescent light bulbs for free LEDs
 - Interactive
 - Educational
 - Community-based



Results of the Initiative

- Varies with goals set by the municipality
- Must be a reliable measurement mechanism
 - kWh savings from energy efficiency
 - Dollars saved
 - Tons of carbon emissions reduced

The Great Light Bulb Exchange

# Communities Served	# Households Served	# Bulbs Exchanged	Lifetime Avoided Energy (kWh)	Lifetime Savings Cost of Energy
21	10,944	36,166	132,339,949	\$8.64m

Additional Benefits of the Initiative

- Increasing customer awareness, education and accessibility to LEDs
- Strengthening partnerships with municipalities
- Leveraging industry partnerships to further mitigate the incremental cost of LEDs
- Reducing energy bills
- Cross-promoting other conservation programs

Community Engagement = Innovation

- Customizing unique approach to promoting energy efficiency in each community
 - Leveraging program rewards (e.g. B.I.G.)
 - Promoting Great Lighting Bulb Exchange to increase resident participation in other community events
- Leading the Herd
 - Communities are collaborating and sharing ideas
 - Competing for first place

Contact Us

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DIY – In your State!

1. Database for State and Federal Incentives –
www.dsireusa.org
2. EnergizeCT – Clean Energy Communities
ctenergydashboard.com/CEC/CECHome.aspx
3. EnergizeCT – ENERGY STAR® Lighting Program
energizect.com/residents/programs/energy-star-lighting