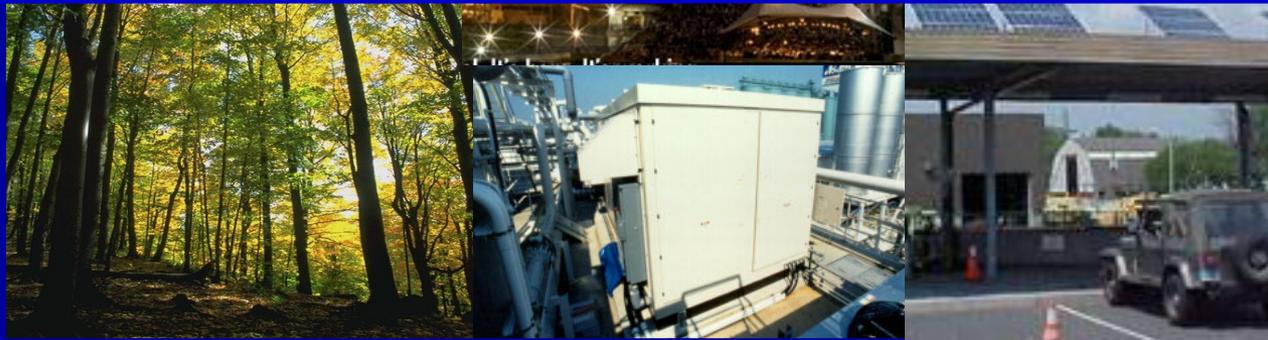




State Policy Support for Clean Energy Markets

The Rise of Connecticut's Clean Energy Communities



Robert B. Wall, SmartPower
10th National Green Power Marketing Conference
Austin, Texas
October 24, 2005





Connecticut Clean Energy Fund

Investing in the Power of Today

PROVIDING MARKET SUPPORT

- **To create clean energy supply for Connecticut**
- **To develop clean energy technologies**
- **To raise consumer awareness of the importance of clean energy for our state's energy future**



- SmartPower is a non-profit marketing campaign that is leading the effort to promote clean energy
- Funded by various foundations (Merck, Oak, Pew, Rockefeller, Surdna, Tremaine) and state clean energy funds (CT, RI, MA, PA)
- We are the “Dairy Council” on clean energy
- Created a “model” operation in Connecticut, grew regionally, and now growing nationally.

CONNECTICUT VOLUNTARY MARKET TARGET

- 0.5% of electricity demand will come from voluntary purchases of clean energy resources

<u>Load Scenario</u>	<u>CY 04</u>	<u>CY 05</u>	<u>CY 06</u>	<u>CY 07</u>
Total Load Forecasts (GWhrs)	28,062	28,764	29,483	30,220
Class I RPS	281	431	590	1,058
Class I and II RPS	<u>842</u>	<u>863</u>	<u>884</u>	<u>907</u>
Total RPS Requirement	1,122	1,294	1,474	1,964
Annual Market Penetration Targets		0.10%	0.25%	0.50%
Annual Voluntary Demand (GWh)		29	74	151
<i>Total Class I and II Renewables</i>		1,323	1,548	2,115
<i>Percent Class I and II Renewables</i>		4.6%	5.3%	7.0%



EQUIVALENTS

- 151 GWh
- 19,500 Connecticut Households
- 1.2% of all ratepayers
- 58 MW of wind, 19 MW fuel cells, or 130 MW of PV
- 0.07 MMTCO₂e



HOW DO WE GET THERE?

BUILDING AWARENESS: TELEVISION

“Houses”



“Hospitals”



“Factories”



“Stadiums”



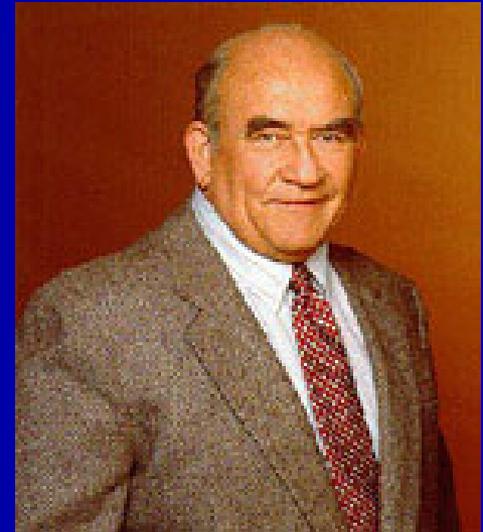
BUILDING AWARENESS: RADIO

“This is Ed Asner and I’m hard to impress.

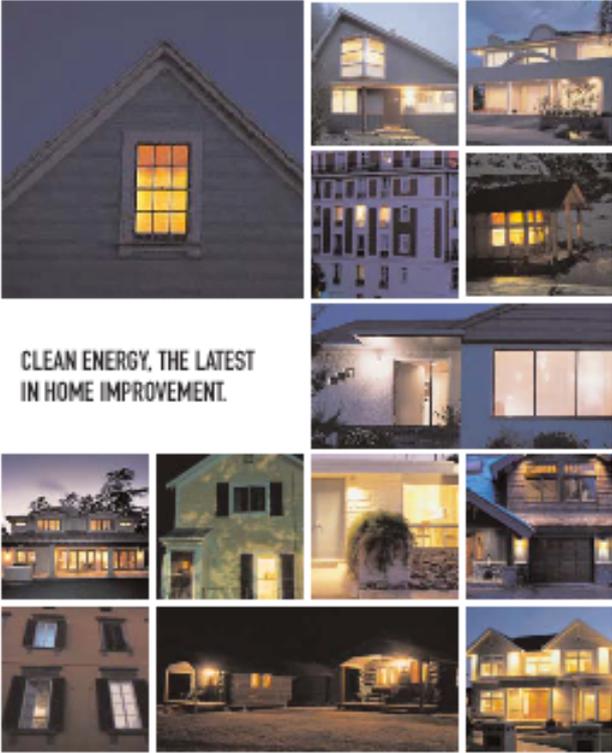
***But something’s got me pretty excited.
It’s the news about clean energy...***

***You can do something right now.
Simply by logging onto www.gocleanenergy.com...***

Clean energy. It’s real. It’s here. It’s working. Let’s make more.”

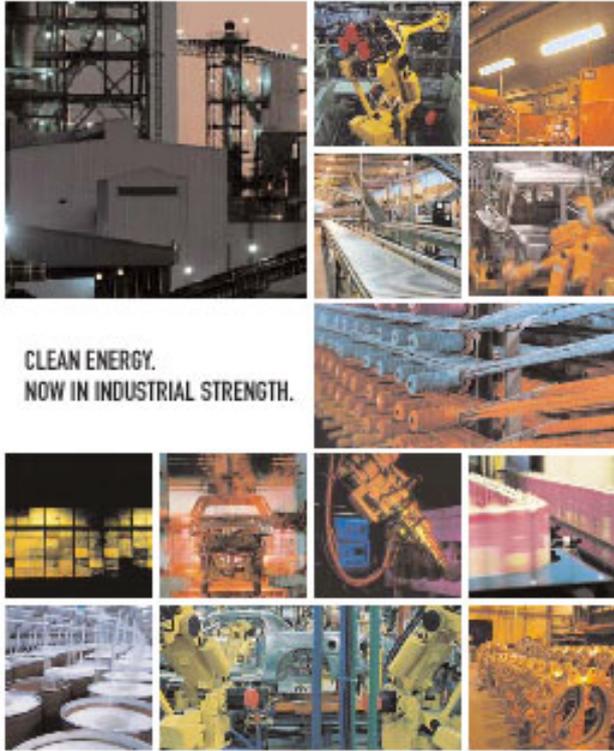


BUILDING AWARENESS: PRINT



**CLEAN ENERGY, THE LATEST
IN HOME IMPROVEMENT.**

America already produces enough electricity from wind, solar, and other clean energy sources to power every home in almost every state. Clean energy. It's real. It's here. It's working.

**CLEAN ENERGY.
NOW IN INDUSTRIAL STRENGTH.**

America already produces enough electricity from wind, solar, and other clean energy sources to power every factory in New York, New Jersey, Pennsylvania, Massachusetts, Connecticut and Rhode Island. Clean energy. It's real. It's here. It's working.




BUILDING AWARENESS: EARNED MEDIA

Connecticut Lights the Way for Clean Energy



West Hartford, city wagers on clean energy usage



Mayors pitch switch to clean energy

**Buying Cleaner Energy
Few People Realize the Potential**



City getting 'clean'

<http://www.hamden.com/>

**RESIDENTS URGED TO JOIN TOWN'S
20% CLEAN ENERGY BY 2010 CAMPAIGN**

Town to Receive Free Solar Arrays for Every 100 Resident Sign ups



THE 20% BY 2010 CAMPAIGN SM

A challenge to municipalities, educational institutions, faith communities and businesses to obtain 20% of their electricity from clean, renewable sources by the year 2010.



WHY A TOWN?

- **Large Consumer of Electricity**
- **Lead by Example**
- **Everybody Does Their Share**



WHY 20%?

- **Cost Considerations: Premium Price**
- **CT RPS: 7% in 2010**
- **Challenging, yet attainable goal**
- **Message: It's real. It's here. It's working!**



THE BIRTHPLACE OF A REVOLUTION

New Haven: First New England City to Commit to Clean Energy!

"This commitment means we are taking the lead in providing cleaner air, fighting asthma, and building sustainable communities," said Mayor John DeStefano (pictured here with SmartPower 20% by 2010 Collaborators.)

- Feb. 2004





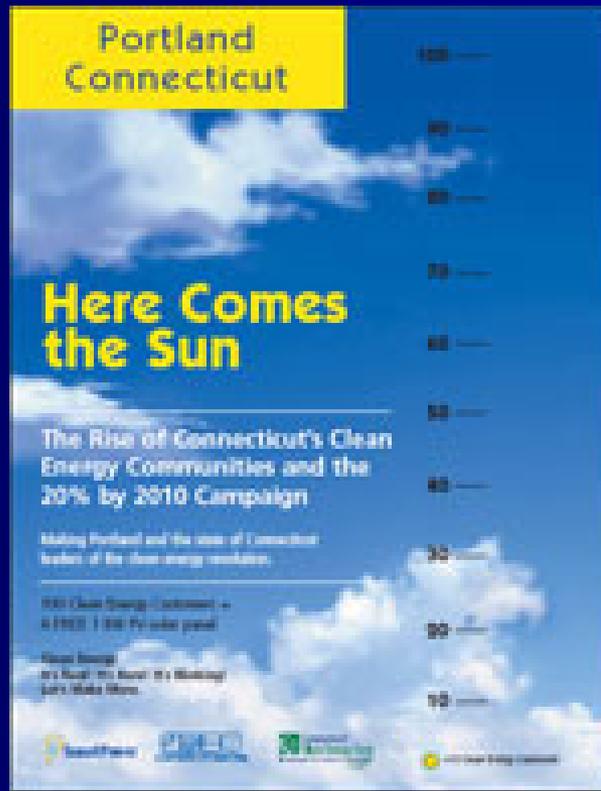
Connecticut Clean Energy Fund

Investing in the Power of Today

INNOVATION AT WORK: CT CLEAN ENERGY COMMUNITIES PROGRAM

- **Funding: Based on customer acquisition cost model of \$125 per enrollment**
- **Beneficiaries: Ratepayers**
- **Market Synergy: Municipal government + residents = Clean Energy Community**

CT Clean Energy Communities



A program to assist CT communities' support of clean energy - launched Nov. 2004



“Free” Clean Energy – Easy as 1–2–3!

2. Sign-up local customers to the CCEO program



The screenshot shows a Microsoft Internet Explorer browser window displaying the website <http://www.ctcleanenergyoptions.com/>. The page features a navigation menu on the left with links for 'WHY NOW?', 'YOUR OPTIONS', 'COMPARE COSTS', 'SIGN UP NOW!', 'FREQUENTLY ASKED QUESTIONS', and 'ABOUT US / CONTACT US'. The main content area includes a large image of a city skyline at night with the text 'Connecticut. Clean energy. It's real. It's here. It's working.' Below this is a paragraph explaining the program for customers of The Connecticut Light & Power Company or The United Illuminating Company. A sidebar on the right titled 'VIEW OUR MESSAGES' lists categories like Hospitals, Homes, Factories, and Stadiums. The footer contains logos for SmartPower, Watt's New CT!, STERLING PLANET, Connecticut Challenge, and Connecticut Clean Energy Fund.

SIGN-UP

Lesser of any of the following earns 1 kW “free” clean energy system

1. Every 100 sign-ups to the CTCleanEnergyOptionsSM program – **intended to support residents who want to support community**
2. Every 1 GWh of demand through the CTCleanEnergyOptions program – **intended to support businesses that want to support the community**
3. Every 10% of household sign-ups to the CTCleanEnergyOptions program – **intended to support those cities and towns with small populations**
4. Cities and towns located in SWCT get **2 kW** vs. 1 kW benefit

“Free” Clean Energy – Easy as 1–2–3!

3. Allocate 100% of the electricity savings from the “free” clean energy system toward the town or city purchase of clean energy



1 + 2 + 3
Earns a “Free”
Clean Energy System



THE CLEAN ENERGY SUMMIT

Introducing **CTCleanEnergyOptions**SM



In a crowded room at the State Capitol, Connecticut's leaders and citizens line up to sign up for clean energy, as local radio personality Ray Dunaway looks on.

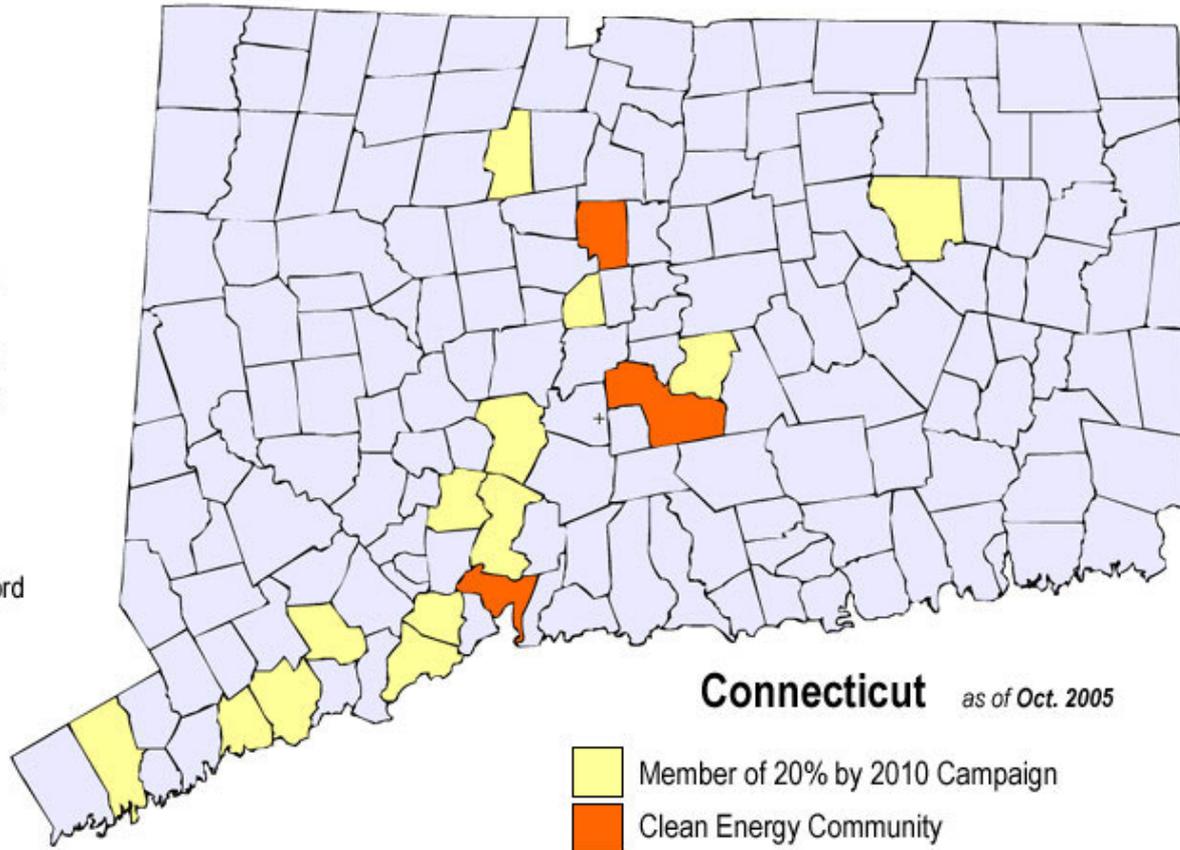
- April 6, 2005



SO IS IT WORKING?

CONNECTICUT: A CLEAN ENERGY STATE

- Bethany
- Canton
- Cheshire
- Fairfield
- Hamden
- Mansfield
- Middletown
- Milford
- New Britain
- New Haven
- Orange
- Portland
- Stamford
- Turbull
- West Hartford
- Westport

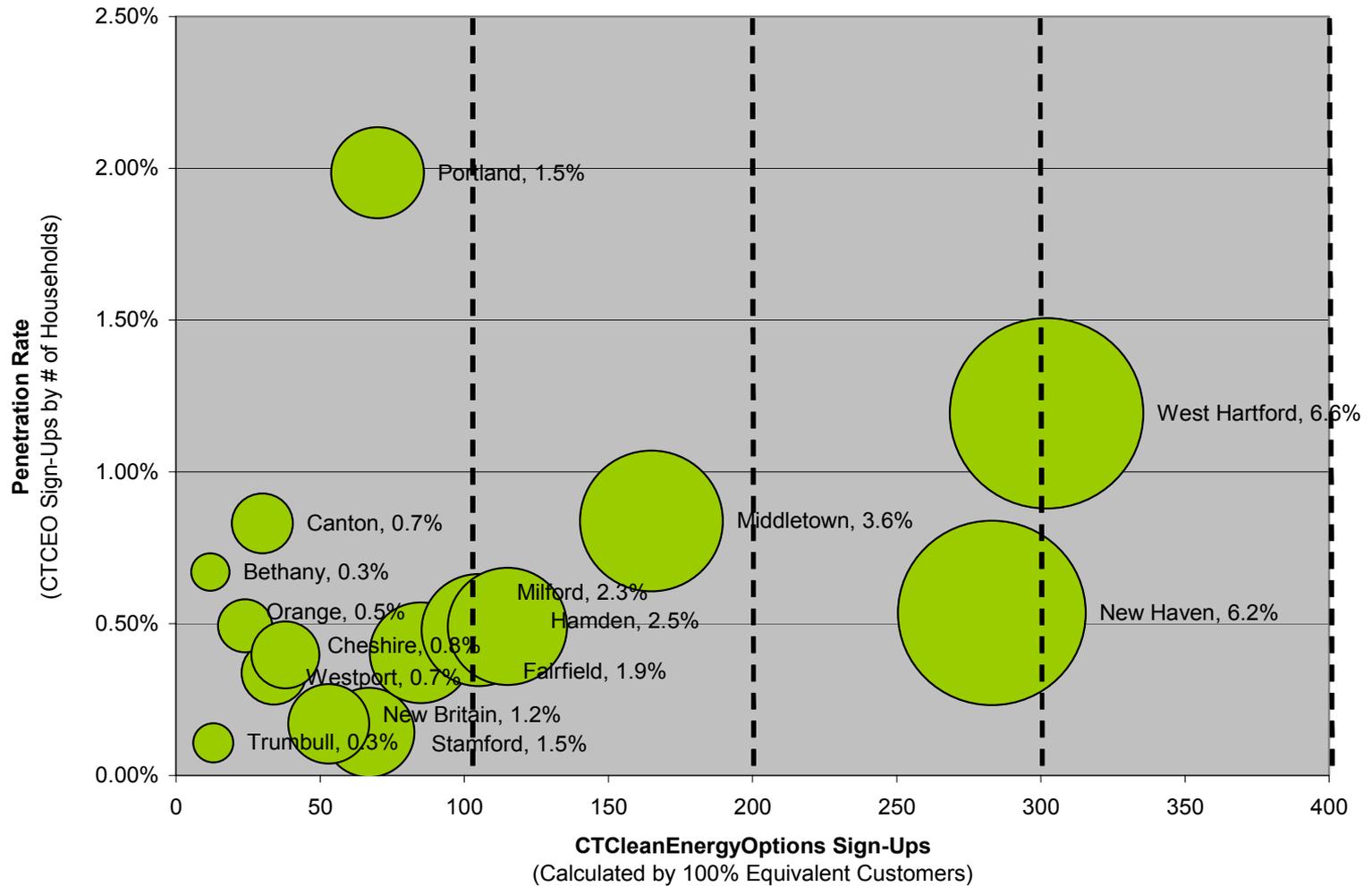


THE NUMBERS

20% by 2010 Town	Population (per 2000 Census)	Current Annual Electricity Usage (GWh)	Potential Annual Clean Energy Usage by 2010 (GWh)	CCEO Enrollments (as of 10.14.05) (Based on 100% enrollment)
NEW HAVEN	123,626	80.0	16.0	260.0
PORTLAND	8,732	4.3	0.9	66.0
MILFORD	52,305	21.0	4.2	93.5
WEST HARTFORD	63,589	18.6	3.7	270.0
FAIRFIELD	57,340	24.7	4.9	72.0
NEW BRITAIN	71,538	18.1	3.6	44.5
WESTPORT	25,749	16.7	3.3	28.0
STAMFORD	117,083	58.3	11.7	59.0
CANTON	8,840	3.3	0.7	28.0
ORANGE	13,233	Unknown	Unknown	18.0
MIDDLETOWN	43,167	16.5	3.3	151.5
TRUMBULL	34,243	Unknown	Unknown	10.0
HAMDEN	56,913	17.9	3.6	104.0
MANSFIELD	20,720	6.0	1.2	13.5
CHESHIRE	28,543	12.3	2.5	35.0
BETHANY	5,040	Unknown	Unknown	10.5
TOTALS	730,661	297.7	58.0	1263.5

** Qualified as a Clean Energy Community*

PENETRATION RATES



A TALE OF TWO CITIES

“The Super Bowl of Clean Energy”



West Hartford Mayor Scott Slifka (l) challenged New Haven Mayor John DeStefano (r) to see which town will have the most sign-ups for the CTCleanEnergyOptions program by Earth Day 2006 (shown with Smart Power’s Brian Keane.)



THE SCORE AT HALFTIME:

#1 - WEST HARTFORD	270
#2 - NEW HAVEN	260

***STAY TUNED FOR
AN EXCITING FINISH***



CLEAN ENERGY

EVERYBODY WINS!



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CLEAN ENERGY. LET'S MAKE MORE.

visit cleanenergystates.org

