



December 6, 2006

11th National Renewable Energy Marketing Conference

San Francisco, CA



Clean Energy – Let's Make More! A Community-Based Strategy in Connecticut



Connecticut Clean Energy Fund

Investing in the Power of ~~Tomorrow~~ Today!

■ Connecticut Clean Energy Fund (CCEF)

- Managed by Connecticut Innovations – an economic development authority
- Supported by electric ratepayers – \$20 million a year
- Promote and develop markets for sustainable energy from clean renewable energy sources

■ Program Areas

- Installed Capacity – supply
- Technology – innovation
- **Public Awareness – demand**

Participation Rates

The National Trend

All programs	1.29%
Programs at least 1 year old	1.35%
Programs at least 2 years old	1.26%
Programs at least 3 years old	1.45%
Programs at least 4 years old	1.64%
Note: based on 80 responses	

Participation Rate	1999	2000	2001	2002	2003	2004
Average	0.9%	1.2%	1.3%	1.2%	1.2%	1.3%
Median	0.8%	0.7%	0.7%	0.8%	0.9%	1.0%
Top 10 programs	2.1%- 4.7%*	2.6%- 7.3%	3.0%- 7.0%	3.0%- 5.8%	3.9%- 11.1%	3.8%- 14.5%
*Data for April 2000						

References

Trends in Utility Green Pricing Programs (2004) by Lori Bird and Elizabeth Brown of the National Renewable Energy Laboratory (NREL).

Voluntary Clean Energy Markets

A Community-Based Strategy in Connecticut

- **Products**
- **Establish Goals and a Theory**
- **Organize and Implement Programs**
- **Progress Tracking**
- **Local clean energy task force**
- **Exhibit success**

Products

Develop a Marketable Product

- Offered to ratepayers through their local distribution companies (CL&P and UI)
- Market size – roughly 1.5 million ratepayers or 30,000 GWh a year
- REC-based product with a 50% and 100% option
- Offerings
 - Community Energy – wind and landfill gas (\$0.0110/kWh)
 - Sterling Planet – hydro, wind, and landfill gas (\$0.0115/kWh)
- Regulatory oversight from the DPUC
- Information www.ctcleanenergyoptions.com

CTCleanEnergyOptions

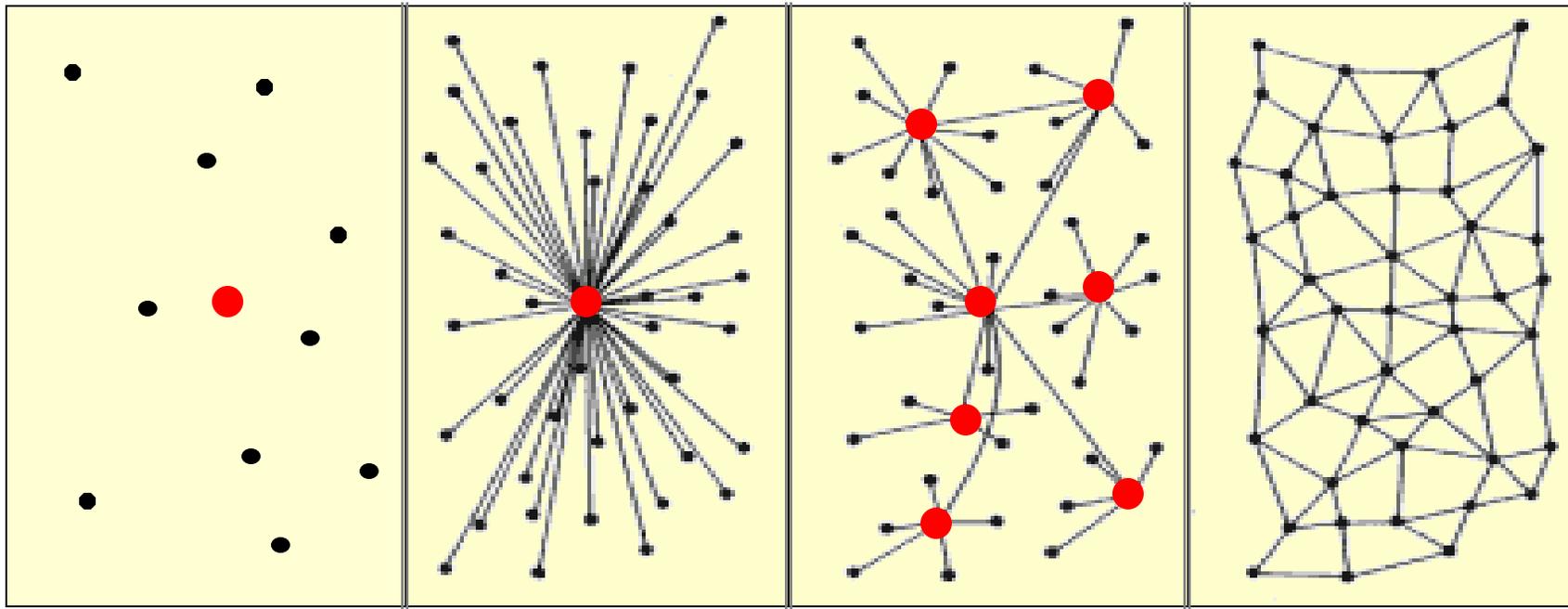
Establish Goals

Commit Yourself to Achieve Success

- **Near-Term Regulatory Target** – 8,000 sign-ups in 24 months (April of 2007)
- **Medium-Term CCEF Target** – 0.5% of total demand by the end of 2007 (168 GWh's or 20,000 sign-ups)
- **Long-Term Climate Change Action Plan Target** – 3.0% to 4.0% of total demand by the end of 2010 (1,000 GWh's or 120,000 sign-ups)

Establish a Theory

Viral Marketing within a Community



“Tipping Point...that moment in an epidemic when a virus reaches critical mass.”

References

Malcolm Gladwell – The Tipping Point

Organize Programs

NGO-Private-Public Sector Partnership



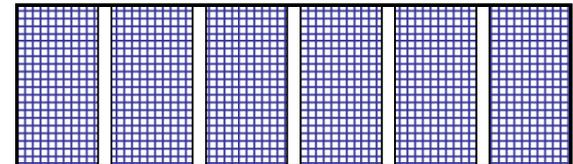
20% by 2010 Campaign
Commitment to Clean Energy



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Free 1 kW Solar PV



100 Sign-Ups in Your Town to the
CTCleanEnergyOptions



Implement Programs

West Hartford vs. New Haven Clean Energy Challenge

- Friendly wager among mayors – pizza, soda, and a t-shirt
- **9-month Challenge** – most sign-ups by Earth Day 2006
- **Nearly 1,000 sign-ups**, excessive press, and over 10 kW's of free solar PV



Implement Programs

Mansfield Clean Energy Campaign

- Middle school environmental education project
- **3-month Challenge** – sign-up 100 customers to help Mansfield become a Connecticut Clean Energy Community
- **Over 100 sign-ups**, Connecticut Climate Change Leadership Award Winner 2006, excessive press



Implement Programs

Portland Boy Scout Troop 12

- Local Clean Energy Advocate Andy Bauer working with the Boy Scouts of America Troop 2 to sign people up for clean energy through the Community Innovations Grants program
- **1 to 2 -month campaign**
- **55 sign-ups in two months** – town had been averaging about 5 sign-ups a month



Implement Programs

Bethany Elections Day Campaign

- Local Clean Energy Task Force implements a grant through the Community Innovations Grants Program for Election Day and Community Events
- **Event Campaigns over 1 month**
- **Nearly 150 sign-ups** – 38 sign-ups prior (from 2.3% to 7.5% household penetration rate)



Progress Tracking

Information Availability and Accessibility is Key

- Retain an independent 3rd party to monitor and evaluate program process – accountability vs. strategy
- Provide constant updates of local progress to key local leaders and advocates – create local information portal (www.ctcleanenergy.com/communities)
- Achieved 1.5% household penetration within participating communities – quick and effective
- Over 10,000 sign-ups in 20 months – exceeding near-term target and on course to achieve medium-term target
- Demand is equivalent to a 30 MW wind farm – can we leverage that demand to create supply?

Local Clean Energy Task Force

Expand Your Marketing and Credibility

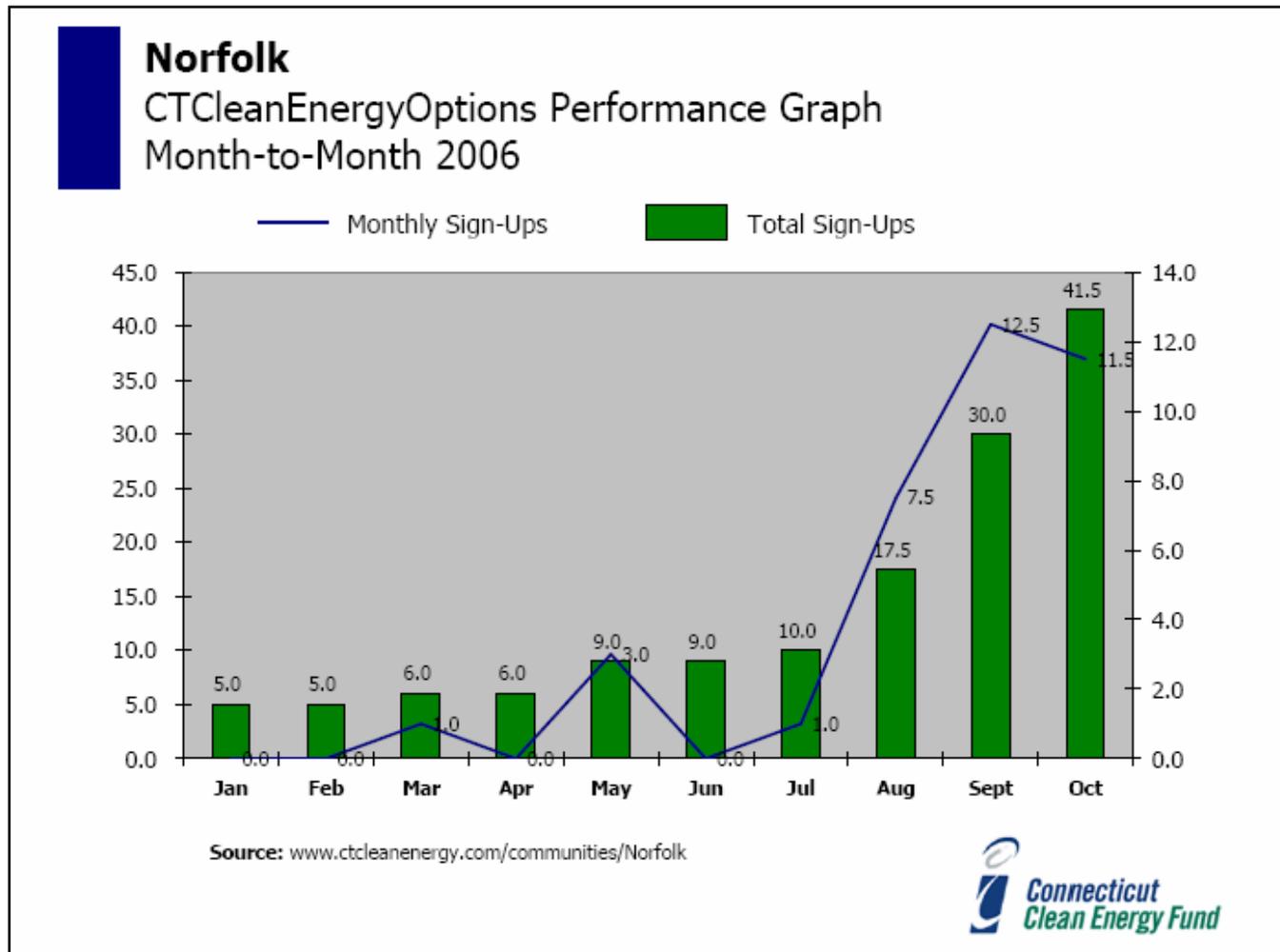




Exhibit Success

Recognize Local Leadership

- Connecticut Clean Energy Communities Awards and Dedication Ceremonies
- Need to identify ways to recognize people and communities more for their commitment and volunteerism to clean energy – fuel the virus!

