



# Neighbor-to-Neighbor Energy Challenge Program Model

April 2010

## Goal

Target participation of **10 percent of households** to set specific, measurable stretch goals of **20 percent for energy savings and clean energy usage**, and provide support to assist them in achieving these goals.

## Community

14 towns/4 clusters in Connecticut with 260K residents and 97K households

## Approach

### Combine community-based social marketing strategies

- Local grassroots organizing and community outreach combined with an online platform, marketing, friendly competition between neighborhoods/community groups/towns

### And performance-based rewards at the municipal level

- Town sets a goal, is eligible for awards based on hitting resident participation/savings milestones

### To accelerate and aggregate demand for residential efficiency programs

- In CT, this is provided by the utilities through a contractor network

### Then track and report back to towns and residents their collective outcomes

- Energy/\$ saved, emissions reduced, jobs created, energy efficiency credits produced, carbon offset equivalent, etc, etc

## Outcomes

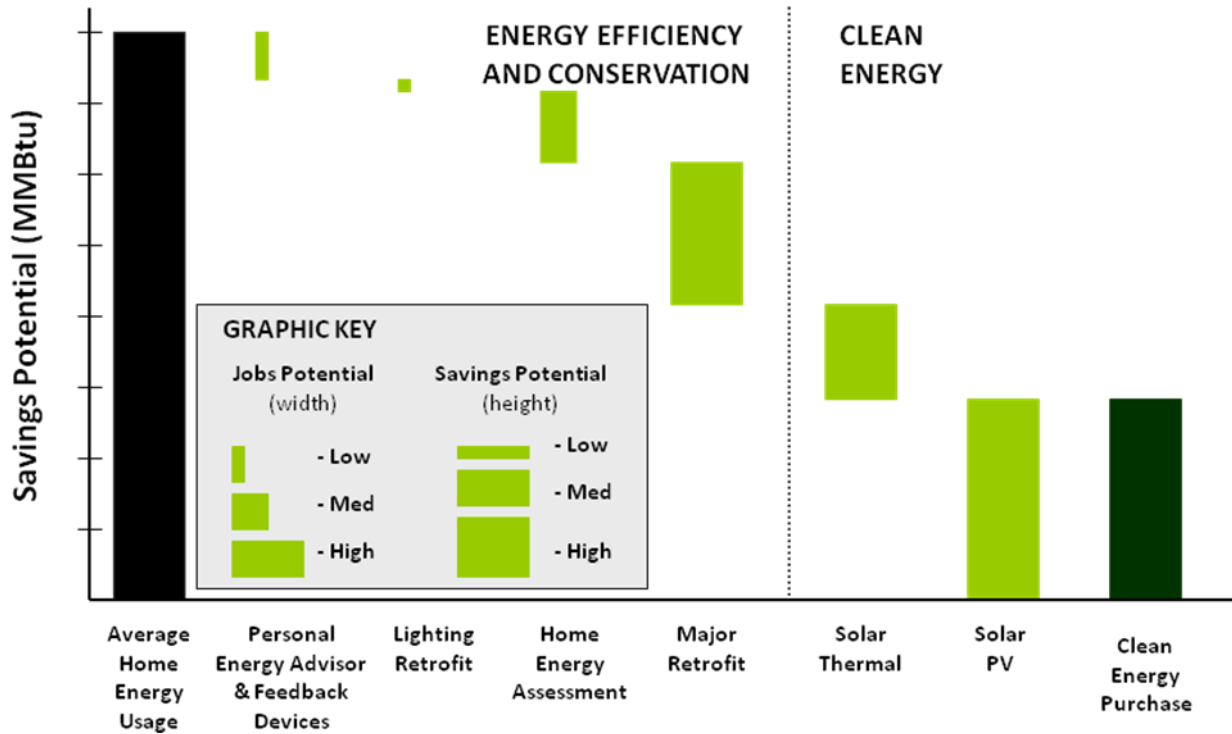
### Projected Program Impacts

- \$4.2 Million in Grant Funds Requested
- 386 Job-Years Created or Retained
- \$147 Million in Household Utility Savings across 8000 households
- 248,726 MTCO<sub>2</sub> of Emissions Reductions
- 1,769,356 MMBtu's of Energy Reduced

### Program Model Metrics – For Comparison w/ Other Program Models

- 21.7 Million Btu's saved per \$1000 invested – *2x better than DOE benchmark of 10MM*
- Cost of Saved Energy \$.037 per kWh, \$.030 for EE only – *vs. CT EE Fund at \$.046*
- \$266 household acquisition cost – *too high for a traditional lending model*
- \$2.3 - \$3.4MM EE credit market opp'y – *\$1MM electric, if this market develops*

# Food Chain of Sustainable Energy Usage



## Partners

Community Outreach, Education & Support <i>Including an on-the ground Clean Energy Corps</i>	Clean Water, Student Conservation Association
Marketing <i>Media, PR, viral and web-based strategies, promotional materials</i>	SmartPower, Efficiency 2.0
Online Platform	Efficiency 2.0
Energy Efficiency & Renewable Energy Measures <i>Lighting, home assessment, CTCEO, solar thermal water, PV, financing</i>	CT Energy Efficiency Fund, CT Clean Energy Fund, Earth Markets, AFC First Financial
Evaluation, Measurement & Verification	MIT, Earth Markets, Efficiency 2.0
Program Administration <i>Overall program coordination, community incentives, grants administration</i>	Earth Markets: overall program management CT Clean Energy Fund: grants management

