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# Replicating Connecticut's Clean Energy Communities Program in Other States

**11<sup>th</sup> National Renewable Energy Marketing Conference**

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Presentation by  
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## “CLEAN ENERGY COMMUNITIES” BACKGROUND

Designed as a partnership program between the Connecticut Clean Energy Fund and SmartPower, the Clean Energy Communities program provides qualified cities and towns free solar photovoltaic systems when they complete each of the following:

- 1.) **Commit to the SmartPower “20% by 2010 Clean Energy Campaign”;**
- 2.) **Sign-up local residents to the CTCleanEnergyOptions<sup>sm</sup> program through their local utility provider; and**
- 3.) **Devote the savings achieved by the free solar PV systems to support the town commitment to purchase clean energy.**



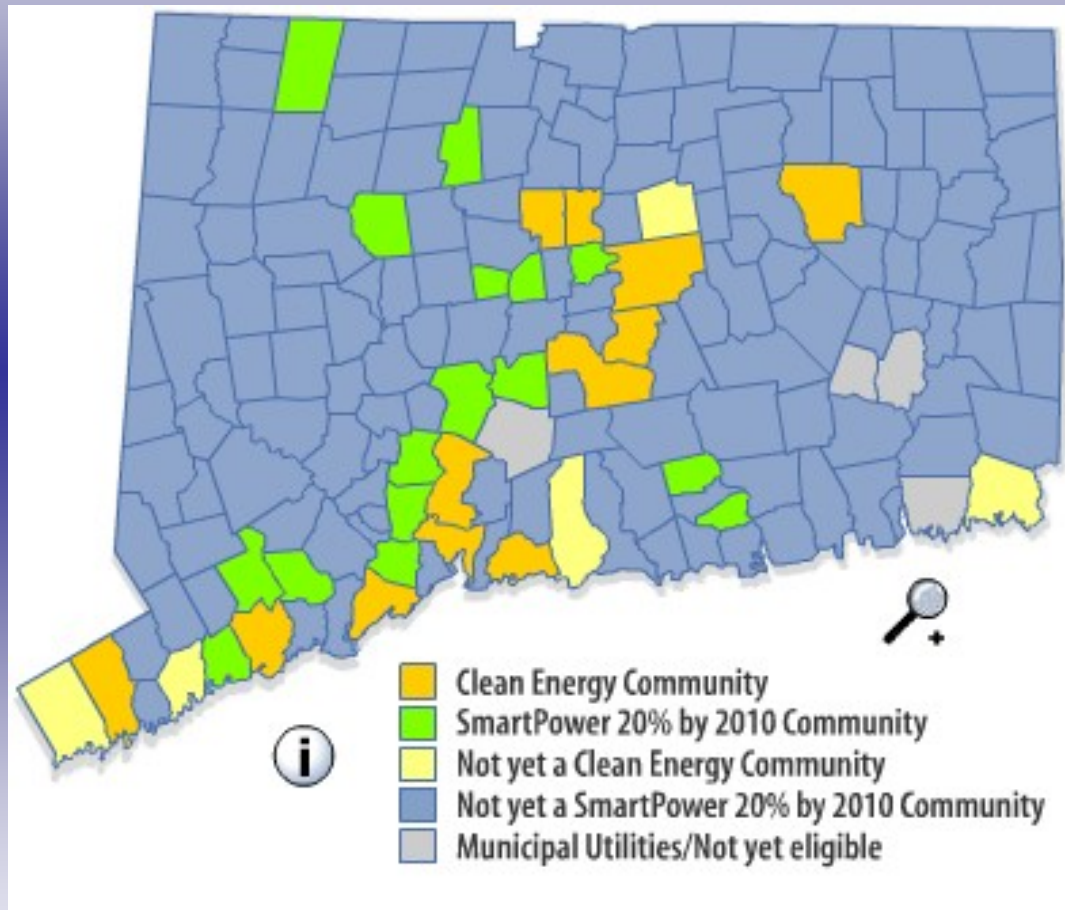
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## CONNECTICUT CLEAN ENERGY COMMUNITIES



➤ **30** Towns in CT have passed resolutions committing to 20% clean energy by 2010

➤ **13** Towns have qualified as “Clean Energy Communities” receiving at least one 1kW solar energy system.



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## KEY DIFFERENCES BETWEEN STATES

- **Renewable Portfolio Standard**

**Connecticut:** Electric providers must meet the standard with at least 7% Class I renewables and 3% Class I or II renewables by January 1, 2010,

**Pennsylvania :** The standard calls for utilities to generate 8% of their electricity by using "Tier I" energy sources and 10% using "Tier II" sources by May 31, 2021

- **Municipal Incentive/Reward**

**Connecticut:** For every 100 customers who sign up for clean energy the municipal government receives a 1kW solar energy systems – for towns located in load congested zones of SW Connecticut a 2kW system is awarded for every 200 signups

**Pennsylvania:** The municipal government receives a 1kW solar energy system when 7% of the community sign ups for clean energy OR new customer demand is equal to 60,000kwh per month (approximately 200 new customers).



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## KEY DIFFERENCES BETWEEN STATES CONT...

### • Clean Energy Suppliers

**Connecticut:** One standard state program with 2 clean energy providers offered by all utilities:

**CTCleanEnergyOptions**



**Pennsylvania:** No standard offer throughout the state. 3 separate providers with only one affiliated with the local utility:

**PECO Wind**

supplied by



### • Municipal Government Structure

**Connecticut:** Customer address signifies the municipality that receives credit for clean energy sign up.

**Pennsylvania:** Customer address does not signify the township, borough or city that should receive credit for clean energy sign up.



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## KEY SIMILARITIES BETWEEN STATES

- **Partnered With a State Benefit Fund**

**Connecticut:** The Connecticut Clean Energy Communities Program was developed in partnership with the Connecticut Clean Energy Fund (CCEF)



**Pennsylvania :** The Pennsylvania Clean Energy Communities Campaign was developed in partnership with the Sustainable Development Fund (SDF)

- **Strategic Marketing:**

**Connecticut:** Radio, internet and print ads, utility bill inserts, direct mail, community outreach.

**Pennsylvania:** Radio, internet and print ads, utility bill inserts, direct mail, community outreach.





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## KEY SIMILARITIES BETWEEN STATES CONT.....

### Collaboration With Local Non-profits, Clean Energy Suppliers and Utility Companies

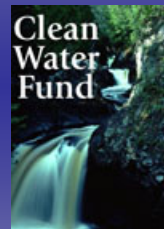
Connecticut:



**Environment  
Northeast**



The United Illuminating Company



**Connecticut  
Light & Power**

The Northeast Utilities System



Pennsylvania :



An Exelon Company



Every environmental victory grows the economy.



Bringing New Renewables To Market



Pennsylvania Interfaith  
Climate Change Campaign



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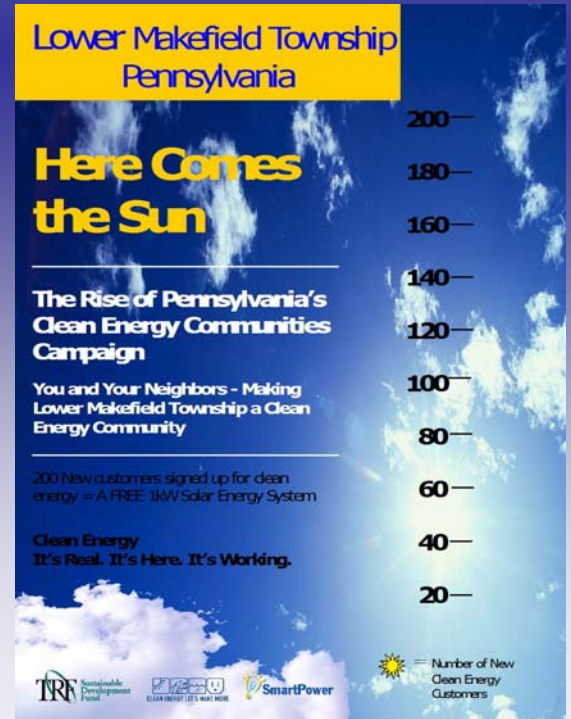
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# KEY SIMILARITIES BETWEEN STATES CONT.....

## Community Incentive

**Connecticut:** 1kW solar energy system for every 100 customers who sign up for clean energy. A \$10,000 value

**Pennsylvania :** 1kW solar energy system when 7% of the community signs up for clean energy or new customer demand is equal to 60,000 kilowatt hours per month. A \$10,000 value.







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## PENNSYLVANIA CLEAN ENERGY COMMUNITIES CAMPAIGN OVERVIEW

The campaign provides **10** qualified townships, borough and cities located in Bucks, Chester, Delaware, Montgomery and Philadelphia Counties with one **FREE** 1kW solar- photovoltaic systems when they meet 3 simple steps

**\*\*To date 7 townships and boroughs in southeast Pennsylvania have committed to the campaign.**

### Pennsylvania Clean Energy Communities Campaign

**SIGN UP!** for CLEAN ENERGY

#### How do you qualify as a Pennsylvania Clean Energy Community? Easy as 1-2-3!

For Pennsylvania communities to qualify for this campaign, they will need to meet the following requirements (in order) :

- 1** The community government must commit to purchase 20% of its electricity from clean energy by 2010 .
- 2** Residents and business of the community must sign up to purchase clean energy in one of the two following amounts:
  - 7% of the combined household and business population within the community must sign up for clean energy.
  - OR –
  - New household and business purchases of clean energy within the community must be equivalent to 60,000 kWhs per month.
- 3** Communities that have purchased clean energy and have qualified for the **free 1kW solar energy system.**

Select your county from the map or list.

SELECT YOUR COUNTY



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## TAKE HOME TIPS FOR REPLICATING COMMUNITY PROGRAMS IN MULTIPLE STATES

1. Do your homework – understand the dynamics of the community you are entering.
2. Collaborate with local NGO's, clean energy suppliers and utilities to develop and design a robust program.
3. Flexibility – be willing to compromise on program logistics to fit the needs of local stakeholders.
4. Develop strong relationships within the community – i.e. attend local events, support your collaborator's initiatives, etc.
5. Recognize and celebrate each communities success!

