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# **WELCOME TO CORNWALL: A GREEN POWER COMMUNITY**

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# JUST HOW MUCH OF A CLEAN ENERGY GEEK AM I?



# Welcome to Moab



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# Delicate Arch



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# First EPA Green Power Community



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# EPA's Green Power Communities



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**EPA's  
Green Power  
Communities**  
An Environmental Choice for Your Community

**What Is Green Power?**

Cities and towns across the country are increasingly recognizing the roles they can play in fighting climate change. Many of these leading local governments are partnering with the U.S. Environmental Protection Agency (EPA) to become Green Power Communities (GPCs). GPCs are towns, villages, cities, counties, or Native American tribes in which the local government, businesses, and residents collectively buy green power in amounts that meet or exceed EPA's GPC purchase requirements.

**Become an EPA Green Power Community**

EPA is ready to assist your community in contributing to a clean energy future through a green power purchase. Joining is as easy as 1-2-3:

1. The local government must join the Green Power Partnership as a partner and buy green power for its operations in amounts that meet EPA minimum purchase requirements. The local government can be a town, village, city, county, or Native American tribe.
2. The local government (or its designee) initiates a community-wide green power campaign to encourage local businesses and residents to buy green power and eventually attain a community-wide green power total that surpasses the EPA GPC minimum requirement. EPA is available to provide technical and outreach assistance.
3. The local government must submit a signed GPC Partnership Agreement to EPA and commit to annually updating EPA on its total green power and electricity use.

**Clean Renewable Energy**  
Green power is electricity generated from environmentally preferable renewable resources, such as solar, wind, geothermal, low-impact biomass, and low-impact hydro resources.

**An Environmental Choice**  
Conventional electricity is one of the most significant environmental impacts in your community. Purchasing or using on-site green power is one of the easiest ways for a community to reduce its carbon footprint.

**Supporting Domestic Energy Supply**  
Using green power helps to accelerate the development of new, domestic renewable energy sources, while playing an important role in the security of America's energy supply.

**Join Now and Position Your Community for the Future**

**EPA GREEN POWER PARTNERSHIP**

1. Join Green Power Partnership & purchase clean energy for town operations
2. Encourage local businesses & residents to buy green power
3. Submit GPC Partnership Agreement & commit to annual updating

# Benefits



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- ▶ **Publicity & Recognition**
  - ▶ Highlighted on EPA's website
  - ▶ Use of GPP mark
  - ▶ Eligible for awards
  - ▶ 2 GPC signs for display
- ▶ **Tools & Resources**
  - ▶ Assistance on procurement questions
  - ▶ Peer-exchange opportunities
- ▶ **Credibility**

An infographic titled "Benefits for Green Power Communities" with a blue header and a background image of a sun and clouds. It is divided into three vertical sections: "Why Buy Green Power?", "Publicity and Recognition", and "Tools and Resources". The "Why Buy Green Power?" section lists four bullet points about the benefits of green power purchases. The "Publicity and Recognition" section lists four bullet points about EPA's promotional efforts. The "Tools and Resources" section lists four bullet points about EPA's support. A "Credibility" section at the bottom explains the significance of becoming a Green Power Community. A "2010 Green Power" award sign is also shown.

## Benefits for Green Power Communities

### Why Buy Green Power?

- A green power purchase is an easy and effective way for a community to reduce its carbon footprint.
- A local government purchase of green power can demonstrate civic leadership and spur local residents and businesses to follow suit.
- Using green power can create positive publicity and enhance your community's public image, including increasing citizen pride.
- Purchasing green power can be a stepping stone for more sustainable action within a community.

### Publicity and Recognition

EPA's Green Power Partnership is ready to assist you in achieving your environmental goals through a green power purchase. The Green Power Partnership offers the following assistance to communities that join the Partnership.

EPA actively promotes and recognizes Green Power Communities as environmental leaders. Your community can benefit from EPA's recognition and publicity efforts by:

- Being highlighted on EPA's website ([www.epa.gov/greenpower/communities](http://www.epa.gov/greenpower/communities))
- Using the EPA Green Power Partner mark on marketing materials and websites.
- Becoming eligible for EPA's Green Power Community of the Year Award
- Receiving two Green Power Community signs for outdoor display

### Tools and Resources

EPA offers communities a variety of tools and resources located on the EPA website. EPA's tools and resources can be invaluable by:

- Offering relevant and timely answers to procurement questions
- Fostering peer-exchange opportunities for communities to share information on best practices and lessons learned about green power procurement
- Assisting with messaging and promoting the concept of green power to your community stakeholders
- Providing you with a means to articulate the environmental benefits of switching to green power

### Credibility

Becoming a GPC signifies that your community's green power commitment meets nationally accepted standards in terms of size, content, and resource base. This allows for you to compare your community's green power commitment to others and increase your community's stakeholders' confidence in your purchase.



# GPCs Across the Country

## GPCs Across the Country



EPA's Green Power Communities are collectively buying more than 600 million kWh of green power annually, equivalent to the carbon dioxide emissions (CO<sub>2</sub>) from electricity use of nearly 11,000 average American homes.

### Santa Clara, California

Since 2008, the City of Santa Clara, California, has been a proud EPA Green Power Community. With nine percent of residents and businesses in the community purchasing green power, Santa Clara tops the list of EPA Green Power Communities using the most kilowatt-hours of green power annually and is home to EPA's top green power user Intel Corporation. In February 2007, the City Council issued a challenge to its residents to use clean power; people responded, and ever since, enrollment in green power programs has been climbing.



### River Falls, Wisconsin

The City of River Falls, Wisconsin, is located in northwestern Wisconsin. The city's public power provider, River Falls Municipal Utilities, coordinated and implemented a community-wide effort to "green" the city by demonstrating the effectiveness of energy efficiency, conservation, and renewable resource development. As a result, the community's businesses and residences consume more than 10 million kWh of green power annually.



### Universal City, Texas

Universal City, Texas, located just outside of San Antonio uses green power equal to ten percent of its total electricity consumption, with roughly two percent of community residents and businesses participating in a green power program. "I'm overwhelmed with the residents' commitment to partner with the City on the purchase of renewable energy," said Mayor John Williams. "It took less than one year to fulfill the requirements to become a Green Power Community."



### Cornwall, Connecticut

In 2010 the Town of Cornwall, Connecticut, became the first EPA Green Power Community in New England. The Town's green power campaign was led by the Cornwall Energy Task Force, which, through a grassroots effort, was able to motivate more than 30 percent of the local households to switch to green power. In recognition of the Task Force's accomplishments promoting clean energy and environmentally-friendly actions, they were honored by the Governor at an event in Hartford in 2009.



▶ 33 in United States

▶ 18 in Oregon

▶ 1 in Connecticut

# Green Power Community Challenge



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- ▶ **Special year-long challenge from Sept. 2010 to Sept. 2011**
- ▶ **Goal: Double the amount of green power used in GPCs**
- ▶ **National recognition for communities with:**
  1. **Highest percentage of green power**
  2. **Most kWh of green power**

## Launch Your Green Power Campaign Today

Join other leading U.S. communities by launching a green power campaign today. Before signing the GPC Partnership Agreement, communities must be collectively purchasing or producing green power on-site in amounts that meet EPA requirements. The table below outlines the respective EPA Green Power Community purchase requirements based on the community's electricity use. Working with your local utility or power provider, determine the amount of electricity used within the community boundary (city limits). The community must collectively use green power in amounts that meet or exceed the corresponding percentage for the matching baseload electricity use level.

| Green Power Community Purchase Requirements                        |   |
|--|---|
| If your community's annual electricity use in kilowatt-hours is... | Your community must, at a minimum, use this much green power to qualify as a GPC... |
| ≥ 100,000,001 kWh  | 2% of year use  |
| 10,000,001-100,000,000 kWh   | 3% of year use  |
| 1,000,001-10,000,000 kWh   | 6% of year use  |
| ≤ 1,000,000 kWh  | 10% of year use   |

## About EPA's Green Power Partnership

The Green Power Partnership is a voluntary program that encourages organizations to buy green power as a way to reduce the environmental impacts associated with purchased electricity use. The Partnership currently has nearly 1,300 Partner organizations voluntarily purchasing billions of kilowatt-hours of green power annually. Partners include a wide variety of leading organizations such as Fortune 500® companies, small and medium sized businesses, local, state, federal, and tribal governments, and colleges and universities.

## For More Information:

[www.epa.gov/greenpowercommunities/index.htm](http://www.epa.gov/greenpowercommunities/index.htm)  
Blaine Collier  
Green Power Partnership  
collier.blaine@epa.gov  
202-343-9129

## EPA's Green Power Community Challenge

The U.S. Environmental Protection Agency (EPA) is kicking off a national, year-long campaign to encourage communities coast-to-coast to use renewable energy and fight climate change. The goal of the Green Power Community Challenge is to double the collective amount of green power used by EPA Green Power Communities. As part of the campaign, Communities will compete to see which one can achieve the highest green power percentage of total electricity use and which one can use the most green power. The winning communities will be declared in September 2011.

## How Does the Challenge Work?

Over the course of a year, GPCs will track and report their collective green power use and green power percentage of total electricity use. GPCs will be ranked according to the two award categories on EPA's website on a quarterly schedule.

## What Will Happen During the Challenge?

The Challenge will begin on September 20, 2010. EPA will update the rankings in December 2010, March 2011, and June 2011. Communities will be able to review the standings and make changes to their purchases until September 1, 2011, when the final green power use is determined. Throughout the Challenge, EPA will provide technical and outreach assistance to participants to help them increase their green power usage rates.

The winning GPCs will receive special recognition from EPA, including being featured on the GPP website and in a nationally released press announcement.

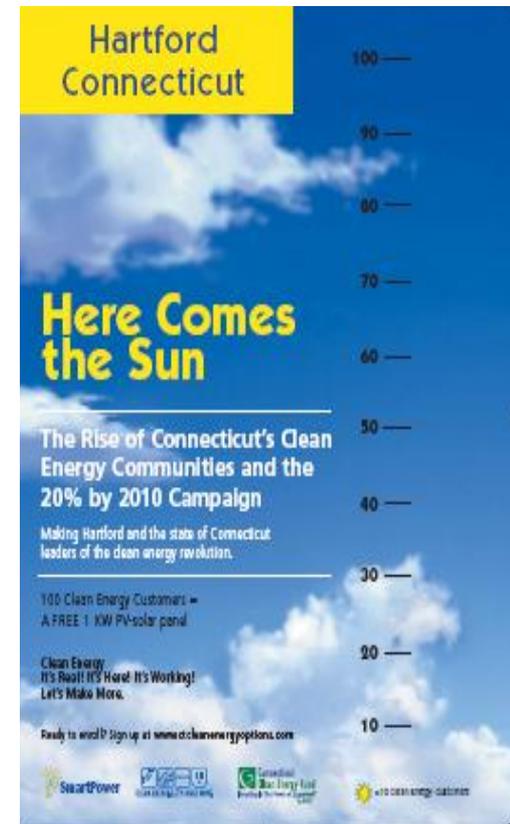


# CT Clean Energy Communities



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- ▶ Town commits to 20% Clean Energy Campaign and makes municipal purchase (at least 13% in 2010)
- ▶ Town commits to EPA Community Energy Challenge
- ▶ Reach threshold for local clean energy signups & systems



# Leadership Has Its Rewards



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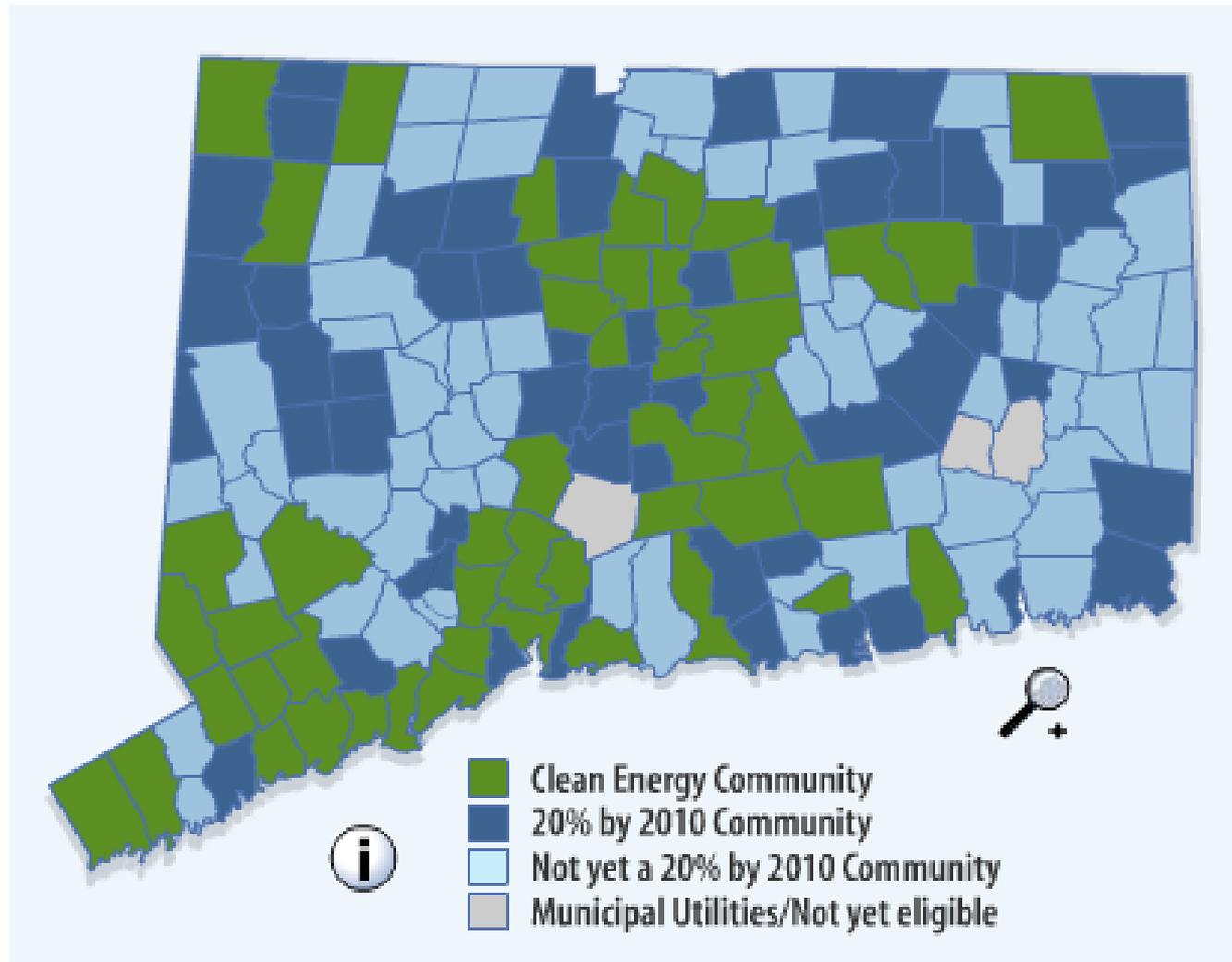
- ▶ **100 points or 10% households (HH) = 1 kW solar PV from CCEF**
- ▶ **Earn additional 100 points with more signups and systems – or -**
- ▶ **Earn bonus kW for each 5% HH – or -**
- ▶ **Purchase add'l kW with CCEF grant – or -**
- ▶ **Special bonus kW for becoming a Green Power Community!**



# The State of the State



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# Green Power Partners - CT



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|   |   |
|---|---|
| <b>AcousticCraft – Bloomfield</b>         | <b>Merritt 7 Venture – Norwalk</b>      |
| <b>Allied Printing Svcs. – Manchester</b> | <b>Neighborhood Housing – New Haven</b> |
| <b>Barrett Communications – W. Haven</b>  | <b>Phoenix Press – New Haven</b>        |
| <b>City of Hartford</b>                   | <b>Pitney Bowes – Stamford</b>          |
| <b>City of New Haven</b>                  | <b>State of Connecticut</b>             |
| <b>Connecticut Coll. – New London</b>     | <b>The Yoga Shala – Wilton</b>          |
| <b>Curtis Packaging – Newtown</b>         | <b>Town of Cornwall</b>                 |
| <b>Farmington Assoc. – Farmington</b>     | <b>Town of East Hampton</b>             |
| <b>Greenwich Academy – Greenwich</b>      | <b>Town of Farmington</b>               |
| <b>Gyrus ACMI – Stamford</b>              | <b>Town of Glastonbury</b>              |
| <b>Hotchkiss School – Salisbury</b>       | <b>Town of Kent</b>                     |
| <b>Invisible Gold - Windsor</b>           | <b>Town of Woodstock</b>                |
| <b>Kreinik &amp; Co. – Newtown</b>        | <b>Zackin Publications - Waterbury</b>  |

# How Does My Town Qualify?



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- ▶ **What counts:**
  - ▶ Green-e certified RECs
  - ▶ CTCleanEnergyOptions (only post-1/1/97 sources count)
  - ▶ On-site renewable energy systems (e.g., solar PV, wind)
- ▶ **How much :**

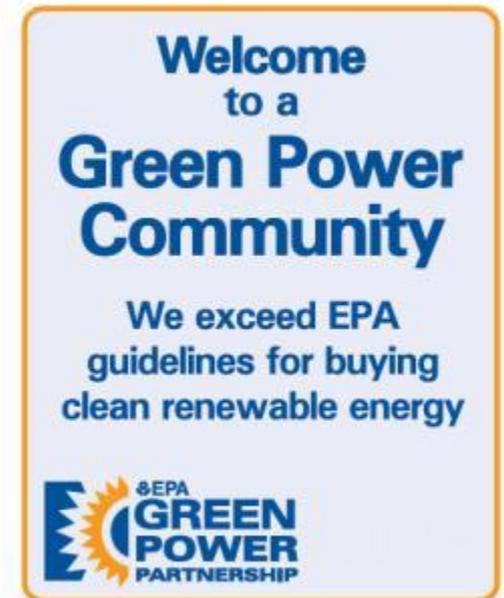
| <b>Green Power Community Purchase Requirements</b> |   |  |
|--|---|--|
| <i>Community annual Electricity Usage</i>          | <i>Minimum GPC Purchase Requirements Before January 1, 2011</i> | <i>Minimum GPC Purchase Requirements After January 1, 2011</i> |
| > 100,000,000 kWh                                  | 2%  | 3%   |
| 10,000,001-100,000,000 kWh                         | 3%  | 5%   |
| 1,000,001 - 10,000,000 kWh                         | 6%  | 10%  |
| ≤ 1,000,000 kWh                                    | 10%   | 20%  |

# How Does My Town Qualify?



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- ▶ **Determine municipal facility electricity usage**
- ▶ **Determine municipal clean energy usage**
- ▶ **Conduct community-wide outreach campaign to increase support for clean energy**
- ▶ **Determine community electricity usage**
- ▶ **Determine community clean energy usage**
  - ▶ Municipal CE usage
  - ▶ CTCleanEnergyOptions usage
  - ▶ Other residential green power
  - ▶ Commercial & Institutional CE usage
  - ▶ On-Site Renewable Generation
    - ▶ Commercial
    - ▶ Residential



# Building Community Support



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Town Government



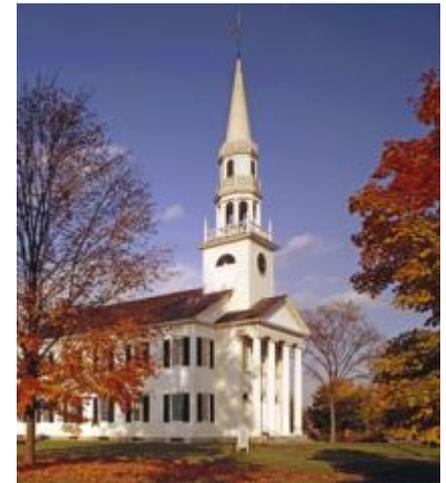
Business Community



Educational Institutions



Residential Customers



Houses of Worship

# General Suggestions

## Community Innovation Grants



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- ▶ **Block Grants available from CCEF**
  - ▶ \$4,000 for first time recipients
  - ▶ \$2,000 for repeat recipients
- ▶ **Eligibility:**
  - ▶ Join 20% by 2010 Campaign & EPA Community Energy Challenge
  - ▶ 2 CETF members attend webinar
  - ▶ Submit semi-annual reports
- ▶ **Use grants for:**
  - ▶ Local projects
  - ▶ CETF Administrative Expenses
- ▶ **See references to: (\$)**



# Additional CCEF Resources



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- ▶ Communities Website
- ▶ Social Media
  - ▶ Blog 
  - ▶ Facebook 
  - ▶ Twitter 
- ▶ Regional Workshop Page
- ▶ Resource Page
- ▶ Custom Collateral

[www.ctcleanenergy.com/communities](http://www.ctcleanenergy.com/communities)

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HOME BASIS OF CLEAN ENERGY CLEAN ENERGY INCENTIVES YOUR HOME YOUR BUSINESS OR INSTITUTION YOUR COMMUNITY EDUCATIONAL PROGRAMS

COMMUNITIES

ABOUT THE PROGRAM

QUALIFYING STEPS

COMMUNITIES BONUS REWARDS

PROGRAM PROGRESS REPORTS

RESOURCES

PROGRAM PARTNERS

CLEAN ENERGY COMMUNITY

REGIONAL WORKSHOPS

**Free Clean Energy for your community is as easy as 1-2-3**

Select Your Town From the List:

Cities and towns across Connecticut are qualifying as Connecticut Clean Energy Communities and earning free clean energy systems for their town buildings. Here is the three-step process:

- 1 Join the 20% by 2010 Clean Energy Campaign. [Click here for more.](#)
- 2 Commit to the EPA Community Energy Challenge. [Click here for more.](#)
- 3 Sign Up Customers for Clean Energy. [Click here for more.](#)

For more information on the clean energy status of the various cities and town in the state of Connecticut, click on the map to the right or simply select a town from the drop-down menu above it.

 Find us on Facebook  Follow Us On Twitter

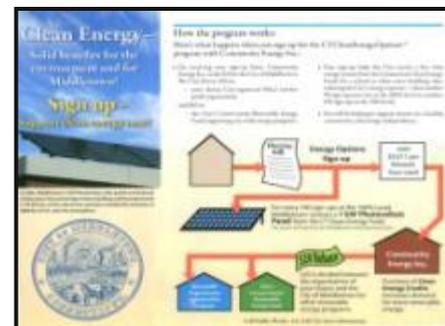
Legend:  
Clean Energy Community 20% by 2010 Community  
Not yet a 20% by 2010 Community  
Municipal Utilities/Not yet eligible

# More General Suggestions Publicity



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- ▶ Earned media – articles in local papers
- ▶ Town website
- ▶ Social Media
- ▶ Local Cable TV/Radio
- ▶ CETF website (\$)
- ▶ Create a Commercial (\$)
- ▶ Posters (\$)
- ▶ Stickers/Decals (\$)
- ▶ Flyers (\$)



# More General Suggestions

## Partner with CCEO Suppliers



- ▶ **Contact CCEO Suppliers:**
  - ▶ **Community Energy – Mark Garrett**  
[mark.garrett@newwindenergy.com](mailto:mark.garrett@newwindenergy.com)
  - ▶ **Sterling Planet – Kat West**  
[kwest@sterlingplanet.com](mailto:kwest@sterlingplanet.com)
- ▶ **Discuss marketing opportunities**
  - ▶ Support at local events
  - ▶ Direct mail campaigns
  - ▶ Newspaper ads/inserts
- ▶ **Ask about incentive programs**
  - ▶ Cash rebates for your town/organizations





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**Visit us online**  
**[ctcleanenergy.com](http://ctcleanenergy.com)**

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