

CLEAN ENERGY COMMUNITIES

ENERGY EFFICIENCY CASE STUDY: BLOOMFIELD



Empowering you to make
smart energy choices

Clean Energy Communities (CEC) is an Energize Connecticut program that helps cities and towns save energy and increase their installation of renewable energy. CEC is administered by Eversource, UI, CNG, SCG and the CT Green Bank. To join the program, municipalities pledge to reduce their municipal building energy consumption by 20 percent, purchase 20 percent of municipal electricity needs from clean, renewable sources, and take other actions to support the deployment of smart energy by 2018.

"After partnering with Eversource and learning about HES, the committee members thought the HES campaign was a great way to get our community behind the cause," said Marie MacDonald, Chairwoman of the Conservation, Energy & Environment Committee. "We're delighted to have a dynamic committee and a town management system who really buys in."

Bright Idea Grants

CEC provides grants based on community participation. Bloomfield earned its first \$10,000 Bright Idea Grant in 2013 due to their successful HES campaign. The grant was used on an investment-grade audit of seven municipal buildings, which helped identify energy saving projects within these buildings.

The town used its second \$10,000 grant on an energy-efficient project for Town Hall that included LED lighting and lighting controls. The project is expected to save the town 17,000 kilowatt-hours and about \$2,500 annually.

Bloomfield used its third \$10,000 grant for a light bulb swap. It offered nearly 800 Bloomfield families the opportunity to exchange old incandescent or CFL bulbs for new LED bulbs.

Bloomfield's success has made them a Gold Level participant – one of Connecticut's top Clean Energy Communities.

**Find energy solutions for your community or municipality.
Call 877-WISE-USE (877-947-3873)
Or visit: EnergizeCT.com/CEC**

Energize Connecticut and Eversource helped this community:



Save energy:

- Nearly 30,600,000 kilowatt-hours of electricity from January 2010 through June 2016
- Nearly 163,000 ccf of natural gas from January 2010 through June 2016

Increase Community Participation:

- 2,865 (33%) homes have participated in residential energy-saving programs
- 293 (25%) business & municipal energy-saving projects completed

Earn Rewards:

- \$30,000 in Bright Idea Grants

The electricity saved over the lifetime of the installed improvement is equivalent to:

- 15,378 tons of carbon dioxide (CO₂) avoided, or
- 3,478 cars off the road for one year, or
- 3,813 acres of trees planted.

The Challenge

The Town of Bloomfield's Conservation, Energy & Environment Committee has long been a champion of energy efficiency, actively working with municipal leadership to make it a top priority in town. However, for a town of nearly 20,500, how do you increase awareness of the need to become more energy efficient among its residents and businesses?

The Eversource Solution

Eversource worked with municipal leadership to sign the CEC pledge in 2012, the first of several steps to implement community-wide engagement. From there, Eversource helped Bloomfield launch several Home Energy SolutionsSM (HES) campaigns. HES is an Energize CT home improvement solution that provides weatherization, lighting, heating and cooling services. For every Bloomfield resident who participated, money was donated to the Bloomfield Fuel Bank by the contractors performing the service. So far, more than \$20,000 has been donated. A similar small business energy efficiency campaign is also underway, with additional donations to the Fuel Bank being made. This further encouraged residents to support the town's commitment to energy efficiency.

