

7.7 Implement a Community Energy Campaign

10 Points

20 Points

30 Points

Action Updates

This action was last updated in 2025. The previous version of this action is [available for comparison](#). Edits are highlighted in yellow.

Objective

Through increased guidance on energy-related issues, create opportunities for the residential, commercial, and/or industrial sectors to reduce their overall energy use and costs.

What to Do

1. Implement a community energy campaign to promote adoption of energy practices or technologies that are supported with financial incentives and/or technical assistance (for example, Energize CT and Green Bank programs). Be sure to identify a target audience (e.g., all residents, low- to moderate-income residents, local businesses, multifamily property owners) and tailor your outreach to the audience. Your campaign must include at least 3 events (virtual or in person) that have already taken place; these 3 events must have taken place within a total span of 1 year. The full campaign must have occurred within the last 3 years to be eligible for credit. Promotion for events does not count as an event. **(10 points per campaign, 30 points maximum)**

Examples of community energy campaigns include campaigns to promote the adoptions of:

- Heat pumps (air-source or ground-source)
- Solar energy
- Battery storage
- Home energy audits
- Weatherization
- Energy upgrades

Note: Low- to moderate-income (LMI) residents spend upwards of 10% of their income on energy costs, creating a crushing energy burden. Consider targeting LMI residents where energy efficiency and renewable energy can make a greater impact.

Submit: A completed [worksheet 1](#), and at least one example of educational materials disseminated, which could include flyers, articles, letters, newsletters, presentations, or digital communications. For websites, submit both a hyperlink and a screenshot of the relevant webpage(s). This action is included in the Sustainable CT [Climate Leader Designation](#).

Engaging Partners

Sustainable CT encourages regional collaboration and other forms of partnership. For every action, please complete the "Partners" box in your submission, indicating the name(s) of any municipalities and/or organizations you partnered with (if any) and a brief description of your municipality's role. If you collaborate with other municipalities, each community will receive points. For additional information, please see the "[Partners Guidance Document](#)".

Potential Municipal and Community Collaborators

Depending on the campaign selected, any number of municipal department staff should be involved, as well as a local energy task force or other relevant committee.

Funding

If available, below are potential funding sources specific to this Action. For a complete listing of potential funding opportunities to assist with implementing Sustainable CT Actions, please visit the [Sustainable CT Grants Portal](#), which is searchable by Action. Please also visit the [Support for Your Town](#) page for opportunities for technical assistance and other supports.

- [Urban Act Grant Program](#)
- [Sustainable CT Community Match Fund](#)
- [State Funding Readiness Project](#)

Resources

Toolkits, Calculators, Guidance Documents

- [EnergizeCT](#) - Work with Eversource and United Illuminating to promote Energy Connecticut™ program offerings to homeowners and businesses throughout the community.
- [Home Energy Solutions](#) - An Energize CT program, Home Energy Solutions (HES) is a subsidized energy assessment program for homeowners that can lead to savings on upgrading homes with energy saving measures.
- [Energy Storage Solutions](#) - a new energy storage program designed to help Eversource and UI customers install energy storage at their home or business. Energy storage backup can help customers across Connecticut - from homeowners and small business owners to industrial manufacturers and critical infrastructure facilities - be more secure in the face of our changing climate. Contact the Green Bank to collaborate!
- [GoSolar CT](#) - GoSolarCT is an excellent resource for homeowners looking to go solar, from finding a contractor to learning about the process - this website is a one stop shop for educating residents all about solar.
- [Smart-E loans](#) - Comprehensive energy improvements require flexible financing. Work with CT Green Bank to include Smart-E loans in your residential energy campaign. Smart-E loan is a multi-measure loan that finances more than 40 clean energy and energy efficiency improvements for single family residences including renewable heating and cooling, solar, electrical vehicle chargers, and energy storage. There is also a credit challenged version of the loan for credit-challenged customers.
- [Green Bank Solar PPA](#) - The Green Bank Solar Power Purchase Agreement (PPA) allows building owners to experience the benefits of solar energy without the responsibility of owning or maintaining a solar PV system. With Connecticut Green Bank's Solar PPA program, you buy the energy you need with no monthly fee.
- [Small Business Energy Advantage \(SBEA\) and New Construction](#) program offerings provide businesses, developers, and other key community groups with access to financing, incentives and technical resources as they pertain to energy efficiency and conservation.
- [EESmarts Curriculum Development for Schools](#) - Work with local teachers to implement an EESmarts curriculum in local schools. Eesmarts is an energy efficiency and clean, renewable energy learning initiative funded by the Connecticut Energy Efficiency Fund. Each eesmarts lesson features materials for students, hands-on activities, detailed teacher guidebooks, extensions and evaluation tools. The lessons are flexible and interdisciplinary and the program fits seamlessly into any class curriculum.
- [HeatSmart Connecticut](#) - HeatSmart Connecticut promotes adoption of clean heating and cooling technologies, with a focus on air source heat pumps and ground source heat pumps. HeatSmart campaigns also promote energy efficiency by working together with local Home Energy Solutions (HES) auditors.
- [Solar for All](#) - Implement a community-driven campaign to increase solar and energy efficiency in underserved households. Partner with PosiGen Solar to bring a no-money-down, no credit required solar lease and energy efficiency upgrades to reduce energy burden. Join a dozen Connecticut municipalities who have brought this nationally recognized program to low-and-moderate income families who have been left out of traditional programs.

Organizations and Relevant Programs

- [EnergizeCT](#)

- [CT Green Bank](#)
- [eeSmarts](#)
- [SolarizeCT](#)
- [Operation Fuel](#)
- [People's Action for Clean Energy \(PACE\)](#)
- [Enterprise Green Communities](#)
- [Stamford 2030 District](#)
- [BuildGreenCT](#)
- [Solar for All](#)
- [Heat Smart Connecticut](#)

Why This Matters

Achieving sustainability in your community is possible when you engage all sectors in meeting your energy use reduction goals and implementing actions. As members of local government, you have the power to bring stakeholders together to educate each other and build awareness of sustainability goals and opportunities in the community. You can help residents and businesses take advantage of programs that can reduce their environmental impact. Numerous existing programs are intended to reduce energy costs in various segments of the community, and a municipality often can participate in these programs at little to no cost.

Community resilience stems from healthy residents. While, you, as a municipality, cannot afford to help every home or business owner reduce costs and become energy efficient, you can provide programs that assist residents without costing your city or town.

Benefits

Energy efficiency and conservation programs result in cleaner air, more affordable energy bills, and access to many financing, incentive, and technical resources.

Programs that help residents go solar decrease the burden on the electrical grid and help prevent brown-outs during peak demand. Providing residents with programs that help them save money and energy increases their satisfaction with their community and increases civic participation.

CT Success Stories

- [Guilford - May 2022 Certification](#)
- [Middletown - Sep 2023 Certification](#)
- [Bethel - Oct 2024 Certification](#)
- [Fairfield - Oct 2024 Certification](#)
- [Southbury - Oct 2024 Certification](#)
- [West Hartford - Oct 2024 Certification](#)