



Implement a Community Energy Campaign

Action Updates

This action has been revised for the **current certification cycle**. Edits are highlighted in yellow. (Last updated 2023)

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 5 events (virtual or in person) that have already taken place. 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 description of how the audience was engaged throughout the campaign, including descriptions of the 5 campaign events; at least one example of outreach, promotional, or event material; the number of participants at each event; the campaign start and end date; and the overall campaign results (ex. number of clean energy adopters), and lessons learned. This action is included in the optional Sustainable CT [Climate Leader Designation](#).

Timeframe for Credit: Eligible for new action credit and rolling credit. This action falls under the action type "Outreach, Education, Programs, Campaigns, Recognition/Designation in External Program, and Funding" (see "Timeframe for Credit" Guidance Document for submission requirements).

Timeframe for Credit

Actions can either be "New" or considered for "Rolling Credit."

New Action Credit. Any action completed within the past three years (from January 1 of the year seeking certification) is eligible for potential certification points. If you are applying for recertification in your year of expiration, you may not claim *New Action Credit* for items that previously received credit.

Rolling Credit. For any action older than three years (from January 1 of the year seeking certification), you must demonstrate ongoing, currently relevant, and meaningful impact in your community to be considered for certification points. If you are applying for recertification in your year of expiration, you must apply for *Rolling Credit* for any item that previously received credit, even if it was completed within the past three years.

View the "Timeframe for Credit" Guidance Document for detailed submission requirements.

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. 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.

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 citizens. 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.

For a complete list of funding opportunities, implementation resources, and success stories specific to this action, please visit the full Action write-up on the [Sustainable CT Actions webpage](#).