

North Haven Clean Energy Task Force

Conducting a Home Energy Solutions (HES) Campaign in Your Town

- **Energy Efficiency:**
The Cleanest Energy is the Energy You Don't Use!
- **Approximately 80% of CT Homes Have Not Had a Home Energy Solutions Assessment (Audit)**

Objectives:

- **Work with UI to Recruit HES Vendors**
- **Conduct a HES Public Outreach Campaign**
- **Increase the # of North Haven Households with HES Assessments, Additional EE Improvements**
- **Utilize Incentive Strategy to Increase HES #s**
- **Raise Funds for Selected Local Non-Profit**

2014 Campaign:

- **Worked with UI to Choose Vendors**
 - **Lantern Energy**
 - **Next Step Living**
- **Chose a Local Non-profit Charitable Organization – SARA, Inc.**
- **Established & Publicized “Code” for Residents Contacting Energize CT/UI**
- **Conducted Publicity/Outreach Campaign**

Publicity/Outreach Activities:

- **Letter to All 7000+ North Haven Residents Announcing Campaign, Follow-up Letter**
- **Press Releases to Local Weeklies**
- **Yard Signs**
- **“Testimony” Handout**
- **TV Coverage of 1st Selectman’s HES Assessment**

2020-2021 Campaign:

- **Late Start Due to COVID**
- **Working with 2 Vendors:**
 - **New England Conservation Services**
 - **CMC Energy Services**
- **\$25 per HES to North Haven Food Bank**
- **Donated \$6025**
- **Promote HES, Insulation Deal, Other?**

Recommendations:

- **Work with Your Town/City Elected Official (Mass mailing)**
- **Link Campaign with Fundraiser for Local Non-Profit Charity**
- **Combine HES with Other Clean Energy Programs: Heat Pumps, Solar, Batteries, Other (Branford)**

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