

North Haven Clean Energy Task Force

CONDUCTING A HOME ENERGY SOLUTIONS (HES) CAMPAIGN IN YOUR TOWN



Why Is This Important?

- ▶ **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)**

Campaign 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 Local Non-Profit**

2014 HES Campaign



- ▶ **Worked with UI to Choose Vendors**
 - ▶ Lantern Energy
 - ▶ Next Step Living
- ▶ **Chose a Local Non-profit Organization – SARAH, Inc.**
- ▶ **Established & Publicized “Code” for North Haven Residents**
- ▶ **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

Town Letter to Residents

Town of North Haven
18 Church Street
North Haven, CT 06473



2014 letter



Dear North Haven Resident,

The North Haven Clean Energy Task Force is intensifying its efforts around the North Haven Energy Efficiency Challenge to help all of us make our homes more comfortable, sustainable and affordable.

Last month, you may have received a letter highlighting the benefits of having a Home Energy Solutions (HES) visit. We are writing again to ensure that you have signed up – many of your neighbors have already taken action – and to tell you about additional efficiency measures recommended through the HES program.

In the coming months, representatives of Next Step Living and Lantern Energy – the Town of North Haven's selected energy partners – will be working in your neighborhood and I encourage you to speak with them.

Opportunities for Efficiency and Cost Savings

Ductless Mini Splits – If you're heating with oil, electric or propane, switching to this increasingly popular heating and cooling supplement can help you save up to 50 percent on your bills. Highly efficient mini splits provide:

- Room-by-room heating and cooling in a single unit
- Filtered air circulation that improves indoor air quality
- Dehumidification that keeps your home comfortable through Connecticut's summers

These systems cost much less to operate than oil or electric heating and cooling systems and they emit significantly fewer greenhouse gases. If you're paying over \$1,500 per year on heating and cooling, mini splits might be right for you.

Home Energy Solutions (HES) – The HES program is a comprehensive energy assessment program administered by the United Illuminating Company through the Energize ConnecticutSM initiative for a co-pay of \$75-99.¹ The HES visit includes installation of energy-saving light bulbs and water saving measures, weatherization services, and recommendations for deeper measures. Homeowners see average savings of \$200-300 every year after the visit is performed.

To begin saving energy in your home, sign-up TODAY by calling **1-877-WISE USE** (947-3873). Reference this letter and code JBMD240K when calling.

Sincerely,



¹ The visit is available at no cost for income-eligible residents.

P.S. For each North Haven HES or ductless mini split visit, the contractor will donate \$25 to SARAH Inc., a nonprofit working to promote recycling in North Haven public spaces.

Testimony Handout

Join the North Haven Energy Efficiency Challenge!

- Save Money!
- Help the Environment!
- Earn Points for Free Solar Collectors for Town Buildings
- Help SARAH, Inc! (<http://www.sarah-inc.org>)



The North Haven Clean Energy Task Force and the Town of North Haven have launched the North Haven Energy Efficiency Challenge to raise awareness about the steps all of us can take to make our homes more comfortable, sustainable, and affordable.

What Is It?

Home Energy Solutions (HES)

The HES program is a comprehensive energy assessment program administered by the United Illuminating Company through the Energize Connecticut initiative. Services include:

- Installation of energy-saving light bulbs and shower heads
- Weatherization services to find and seal drafts
- Educational energy-saving tips on how to lower energy costs
- Recommendations for deeper measures
- Access to money-saving rebates on insulation of up to 50% and generous financing plans

Two companies, Next Step Living and Lantern Energy, have been chosen to offer the HES program. They will be working your neighborhood and we encourage you to speak with them.

What Does It Cost?

Customers with gas and/or electric heat pay \$75, \$99 for oil and propane heat customers pay \$99. Income-eligible residents can receive the HES service for no cost. For this low payment, homeowners receive over \$700 in labor and materials!

How Much Can I Save?

Homeowners see average savings of \$200 every year after the visit is performed.

How Does the Town & Community Benefit?

For each residence that receives the HES service, the Town of North Haven receives points to earn free solar collectors for Town buildings—saving thousands on energy costs. In addition, the vendors will donate \$25 to SARAH, Inc for each HES service done.

Where Do I Call to Sign Up?

To begin saving energy in your home, sign-up TODAY by calling 1-877-WISE USE (947-3873). Reference this flyer and code JBEX430K when calling.

Not Convinced? Turn Over & Read What Your Neighbors Say!

9/2013

North Haven Clean Energy Task Force

Your North Haven Neighbors Say, "An HES Energy Audit is an Investment in Lowering Energy Costs!"

Having an HES home energy audit saved us money because of all that was done, but now we'll save more because we followed through on the energy saving suggestions the auditors made. When we moved to North Haven 43 years ago my husband Peter, following the code of the time (R19), tucked 8" batts of fiberglass insulation between the beams in our crawlspace attic. Recently, our HES home energy auditors recommended blowing in cellulose increasing the R value to R49. If you have an audit and follow through on their suggestions, rebates are available for nearly all your energy upgrades. Do it, and reduce your electricity and oil or gas bills!

Letty McPhedran



I believe getting a HES home energy audit was truly the best \$75 I have ever spent in my whole life! Even though I had made several energy conservation improvements over the years, the energy audit has saved me much more money on utilities. Three workers spent around 3 hours at my house. They first performed a "before" test measuring air (energy) loss, then filled cracks, installed sealers around my attic and basement doors, replaced my showerheads with super efficient ones, and other tasks. They then performed an "after" test, which showed a marked drop in outside air incursion. I received around \$700 in work and materials for only \$75. My energy bills really dropped – a great investment!

Kenny Foscue

Four years ago I invested \$75 in a Home Energy Solutions Home Energy Audit, a program that tests homes for air leaks, unwrapped hot water pipes, poor insulation, and other sources of energy leakage and loss. Included in the audit was the caulking of holes, wrapping of hot water pipes, weather stripping of my leaky doors, and the replacement of outdated energy hog light bulbs. It was the best return on an investment I've ever made. The light bulbs alone were worth the \$75! I was presented with a clear synopsis and given specific recommendations for the remediation of trouble spots in my 75 year old home. After implementing two of the major recommendations (blowing insulation into the attic and insulating the band joist of the house) and receiving both rebates and tax deductions for more than half of my outlay, I immediately began to realize huge savings on my monthly heating, cooling and electric bills. Four years later I continue to save more than \$75 every month on my initial investment - a ROI unheard of in any other sector!

Sarah Baird



Yard Signs

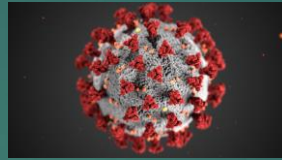


AT Least 509 Assessments Completed!



2020-21 HES Campaign

▶ **Late Start Due to**



▶ **Working with 2 Vendors:**

- ▶ New England Conservation Services
- ▶ CMC Energy Services

▶ **\$25 per HES to North Haven Food Bank**

▶ **Donated \$6025**

▶ **Promoted HES, Insulation Deal, Other**

Recommendations



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

For More Information



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