



JUNE 13, 2016

Municipal Market: Engagement with Impact

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Dual roles



Vermont's Municipal Landscape

- **Small towns, rural surroundings**
- **Strong community**
- **EE interest and engagement:**
 - Low
 - Moderate
 - High
- **Approach: Customer needs first**

St. Albans' Journey

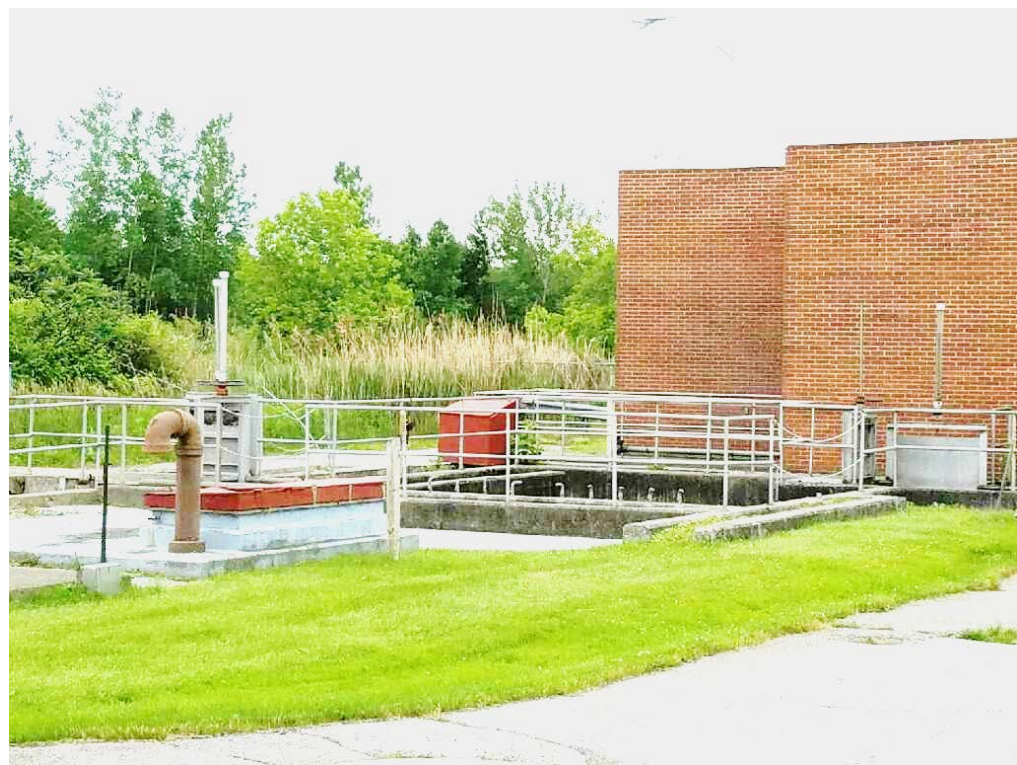
- From Low to High
 - Customer focus
 - Leaders
 - Grassroots champions
 - Programs that resonate
 - LED street lighting
 - Wastewater treatment facility improvements
 - Results follow engagement



Engagement = Results*

- Municipal Street Lighting
 - 113 participating towns
 - 7,200 MWH
 - Bill savings (estimated): \$750,000
- Wastewater Treatment Facilities
 - 27 participating towns
 - 1,800 MWH saved
 - Bill savings (estimated): \$265,000

*Based on first year of each program



Thank you!

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