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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