



**Monitoring and Evaluation of the Connecticut Clean
Energy Fund:
Mid-Year Report on Program Goal 3
(2010)**

FINAL REPORT

**Submitted to:
Connecticut Clean Energy Fund**

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Executive Summary

Since the CTCleanEnergyOptions Program launched in April 2005, programs under Program Goal 3 (Renewable Energy Demand and Sustainability) have helped encourage and increase clean energy purchasing throughout Connecticut, especially through the Connecticut Clean Energy Communities Program. Through the first two quarters of 2010, communities that have made the Connecticut Clean Energy Community pledge (CCEC pledge) have accounted for over three-quarters of all signup and points growth (77% of all signup growth and 78% of all points' growth) Signups increased moderately during the first two quarters of 2010 (1,023 signups), and points rewarded for clean energy systems increased by 726 points. Total kWh of clean energy consumption during Q1 and Q2 is equal to 53% of the goal of achieving a 3% voluntary clean energy market by the end of 2010.

This mid-year report provides feedback on the monitoring and evaluation of the Connecticut Clean Energy Fund's (CCEF) progress under Program Goal Three: Renewable Energy and Sustainability. According to CCEF's current Comprehensive Plan,¹ Program Goal Three has the following strategic objective:

The Connecticut Clean Energy Fund will increase the demand for clean energy by creating model, sustainable communities

The two key programs targeted at meeting CCEF's strategic objective under Program Goal Three are the Clean Energy Communities (CEC) program and the Community Innovations Grants (CIG) program. The CEC program includes a key program goal of attaining 3% of Connecticut's electricity consumption from voluntary purchases of clean energy resources by the end 2010.

CCEF engages in several key activities to meet these objectives:

- Marketing and outreach to help raise awareness of the availability and benefits of clean energy and CCEF programming²
- Program management to help communities enroll in the CEC and CIG programs and distribute photovoltaic (PV) system rewards
- Incentives in the form of PV panels and Community Innovations Grants
- Training of Clean Energy Task Forces for communities enrolled in the Communities program

The key indicators tracked and evaluated for this report include:

¹ FY 2009 – FY 2010 Comprehensive Plan. Submitted by The Connecticut Clean Energy Fund Board of Directors. Docket No. 08-04-07. June 6, 2008. <http://www.ctcleanenergy.com/AboutCCEF/CCEFComprehensivePlan/tabid/355/Default.aspx>

² In addition to CCEF sponsored marketing and outreach, the CTCleanEnergyOptions suppliers are required to include bill inserts that are included in customer electric bills. In general, bill inserts are sent out twice a year. In addition, the CTCleanEnergyOptions suppliers have conducted direct mail marketing campaigns, offered cash incentives to towns that purchase clean energy, conducted grass roots outreach, provided marketing materials and assistance to towns. At least one of the suppliers has also provided a referral fee to individuals who introduce a friend to the CTCleanEnergyOptions program. In addition, the utilities, CL&P and UI, provide information on the CTCleanEnergyOptions program on their Web sites.

- Municipal participation in CCEF programs and other municipal commitments required for qualification as a Connecticut Clean Energy Community (CCEC)³
- Points earned by municipalities through enrollments to the CTCleanEnergyOptions program (CCEO), clean energy systems installed and clean energy purchases made by C&I customers
 - Analysis of municipalities that have experienced large increases CCEO enrollments
- Municipal household participation rates in the CCEO program
- Electricity purchased through the CCEO program and Renewable Energy Credits (RECs)
- Environmental benefits of clean energy purchases
- Media analysis of CCEF programs

Voluntary Market Purchasing

Points Indicators

Overall Points

During the first two quarters of 2010, both total signups and total points have increased moderately. Signups increased by 1,023 (4% increase) and points increased by 2,010 (7% increase). The disparity in increase in signups and points is due to points awarded for clean energy systems (726 additional points) and points awarded for C&I clean energy purchases (261 additional points).⁴

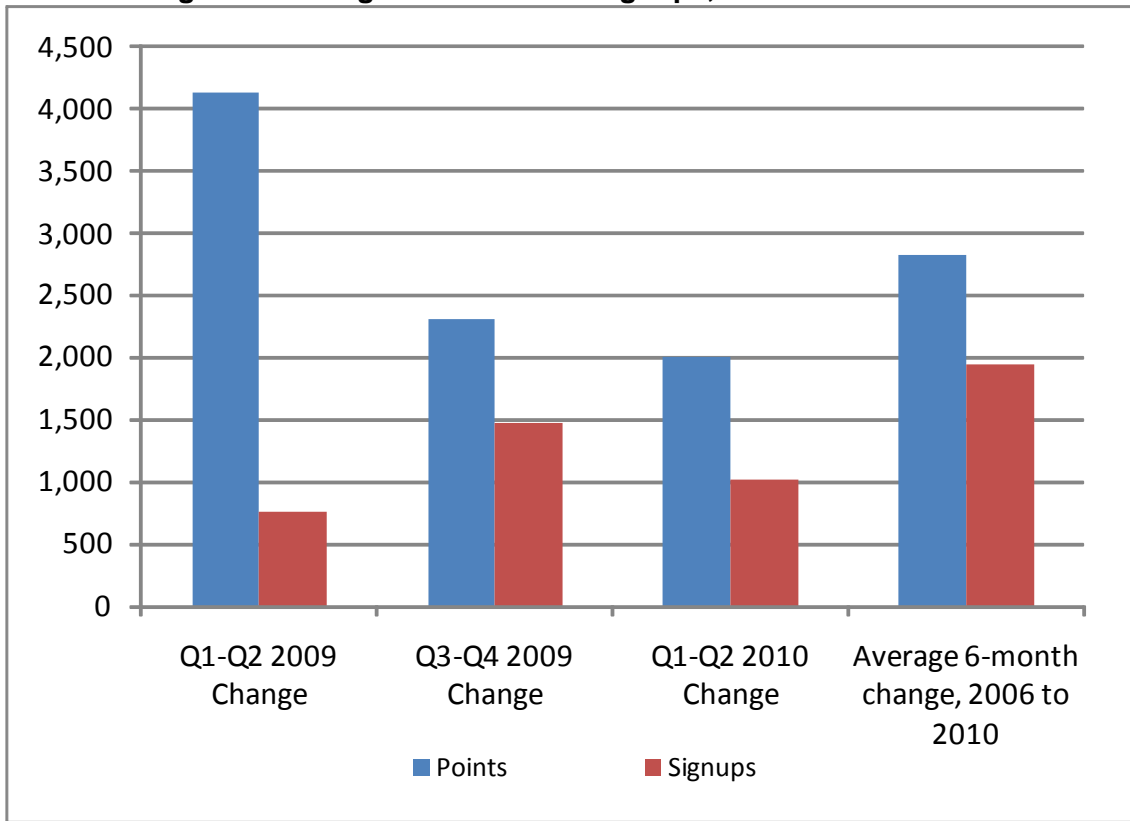
The increase in signups seen in the first half of 2010, 1,023, was smaller than the increase seen in the previous sixth month period (Q3 and Q4 of 2009) when signups increased by 1,475. However, the increase was larger than the increase experienced during Q1 and Q2 of 2009 (764 increase in signups). The Q1 and Q2 2010 increase in signups is also 47% lower than the average six month increase from 2006 to 2010 (Figure 1). The rate of signup growth was very low during the first quarter of 2010 (only 269 additional signups), but it increased during the second quarter of 2009 (754 additional signups). The spring bill insert in 2010 does appear to have contributed to a surge in signups (Figure 2). The continued lower rate of signup growth during 2010 is likely due primarily to the economic downturn and the emergence of competitive generation service providers, some of which offer a “green” product to consumers.^{5 6}

³ Other requirements for qualification as a CEC include committing to the EPA’s Community Energy Challenge and fulfilling municipal clean energy purchase requirements.

⁴ Changes to the Clean Energy Communities program took effect November 1, 2008, modifying the way in which Clean Energy Communities (CEC) can accumulate points. All signups to the CTCleanEnergyOptions program now count as point, regardless as to whether the signup is a 50% or 100% customer. Additional points are now rewarded for clean energy systems installed in CECs and for clean energy purchases made by C&I customers.
<http://www.ctcleanenergy.com/YourCommunity/CTCleanEnergyCommunities/Communities/tabid/82/Default.aspx>

⁵ Voluntary clean energy program participation rates have essentially been flat since 2007. The economic downturn has been identified as a likely source of flat participation rates. See Bird, Lori, and Jenny Sumner. 2010. Green Power Marketing in the United States: A Status Report (2009 Data). National Renewable Energy Laboratory, Technical Report NREL/TP-6A20-49403. Golden, CO. <http://apps3.eere.energy.gov/greenpower/pdfs/49403.pdf> and Bird, Lori, Claire Kreycik and Barry

Figure 1: Change in Points and Signups, Six Month Intervals



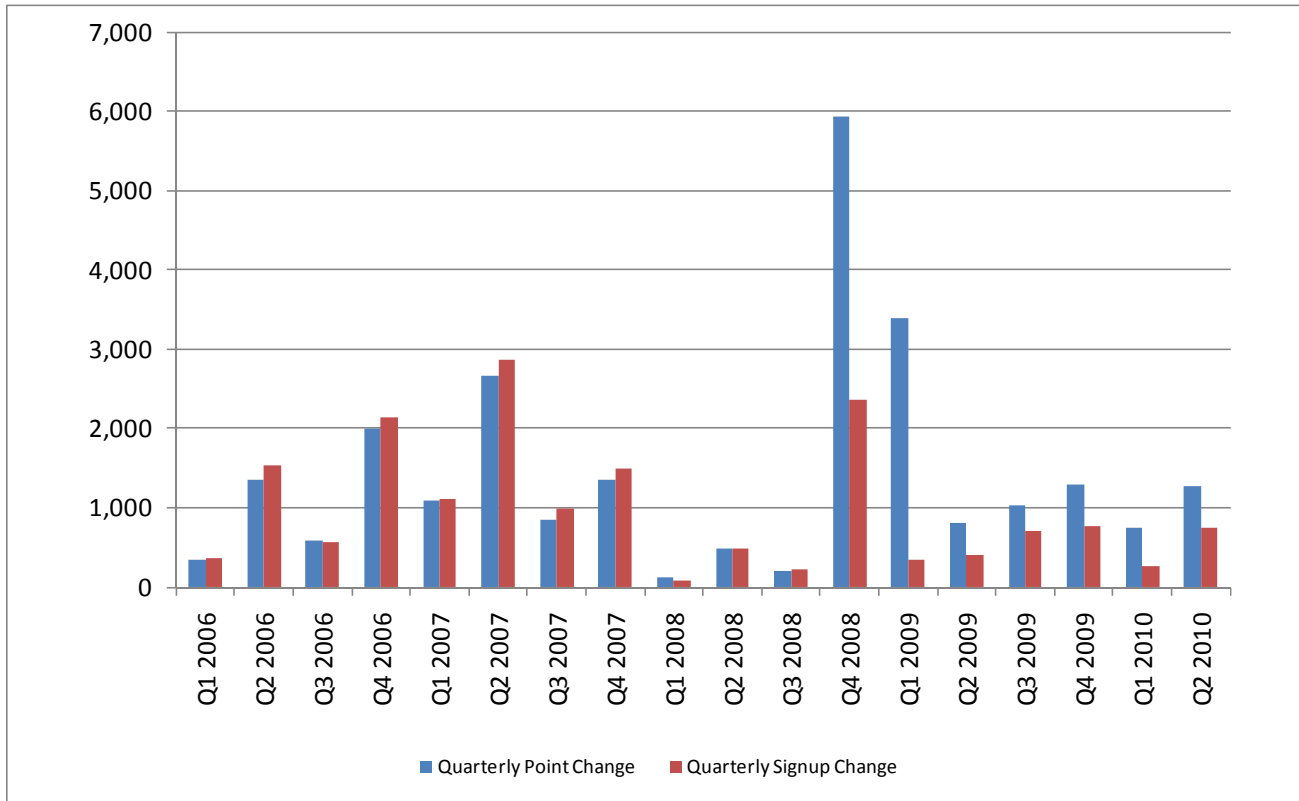
Friedman. 2009. Green Power Marketing in the United States: A Status Report (2008 Data). National Renewable Energy Laboratory, Technical Report NREL/TP-6A2-46581. Golden, CO. <http://www.nrel.gov/docs/fy09osti/46581.pdf>.

⁶ Two examples of alternative “green” energy alternatives are Viridian Energy and ConEdison Solutions:

http://www.viridian.com/Viridian/Custom/CUST077/PersonalPages/rp_ct.aspx;

http://conedisonsolutions.com/connecticut_green_power.html

Figure 2: Change in Points and Signups, Quarterly Intervals



CCEF Community Based Programs and Points

While the rate of signup growth declined during the first half of 2010, CCEF’s community-based programs continue to show higher rates of clean energy purchasing in participating than nonparticipating communities. For example, CCEC pledge municipalities accounted for more than three-quarters of new signups in the first half of 2010 (77%) and increased, on average, by 16 points during 2010, compared to 6 for nonparticipating municipalities (Figure 3). As of June 30, 2010, CCECs and CCEC pledge municipalities accounted for 85% of all signups and 84% of all points (Figure 4).

Figure 3: Municipal Average Midyear Change in Points and Signups by CCEF Program Participation, Q1 & Q2 2010

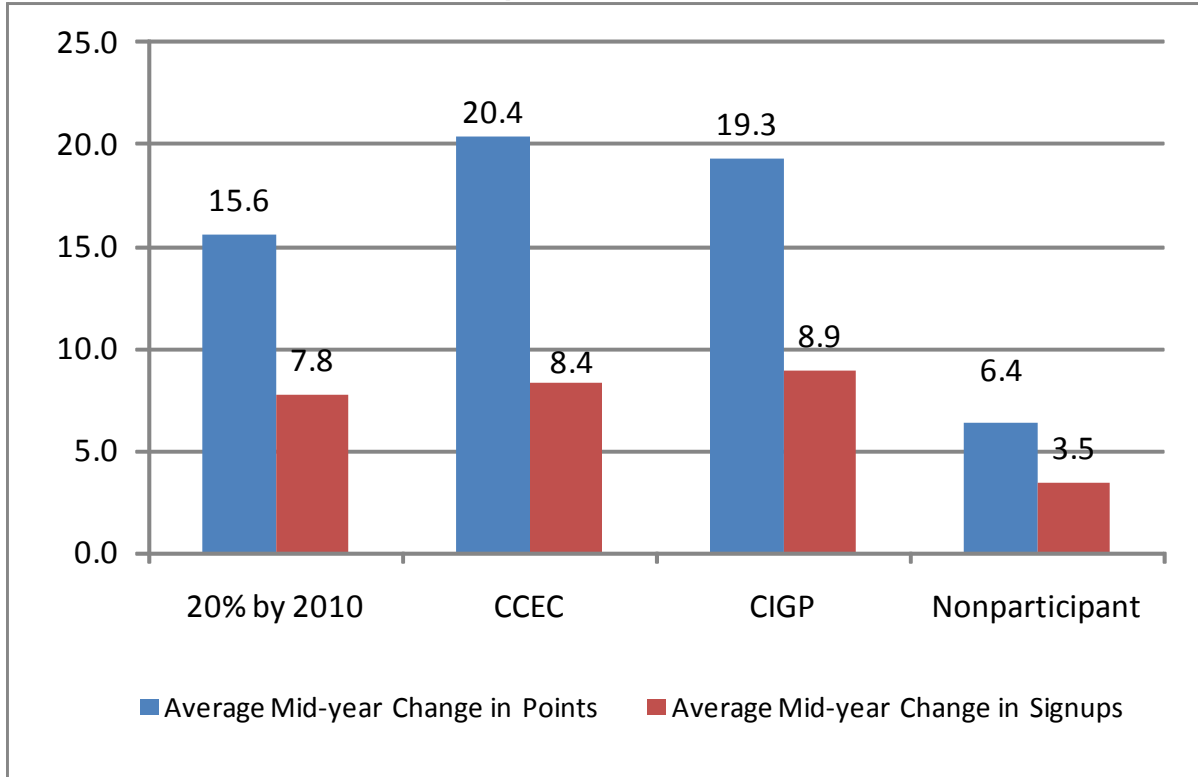
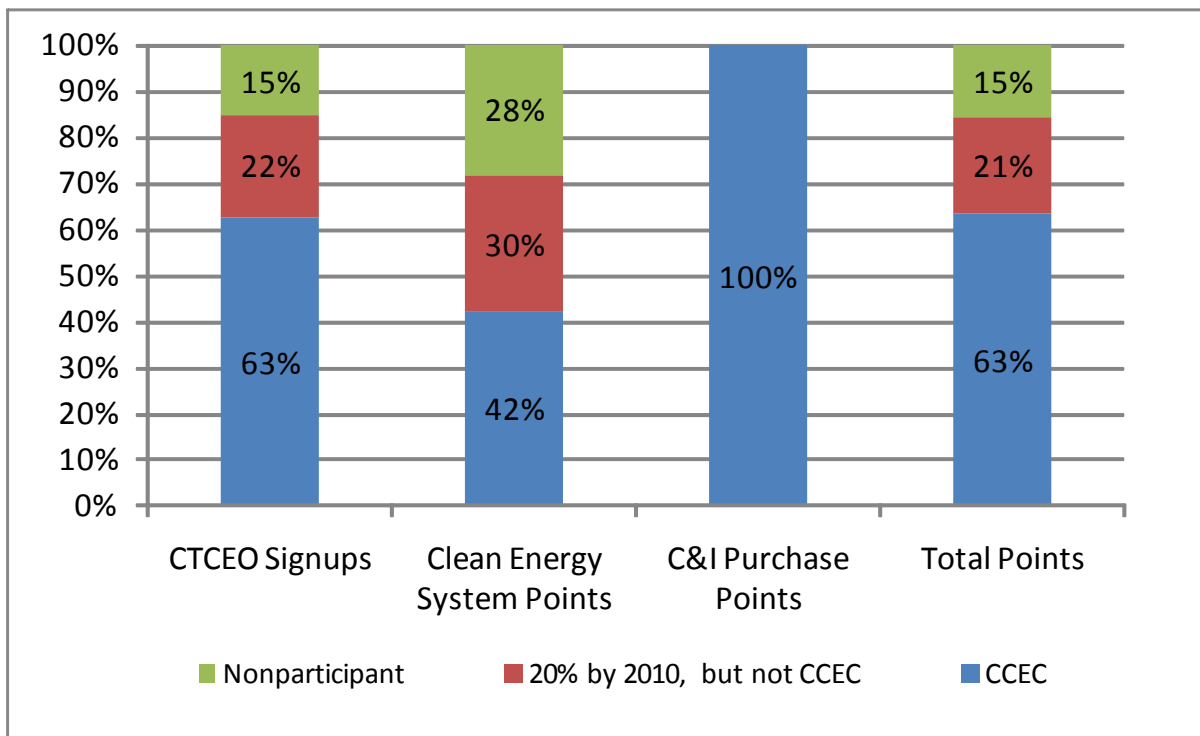


Figure 4: Percentage of Points and Signups Accounted for by CCEF Program Participation, as of June 30, 2010



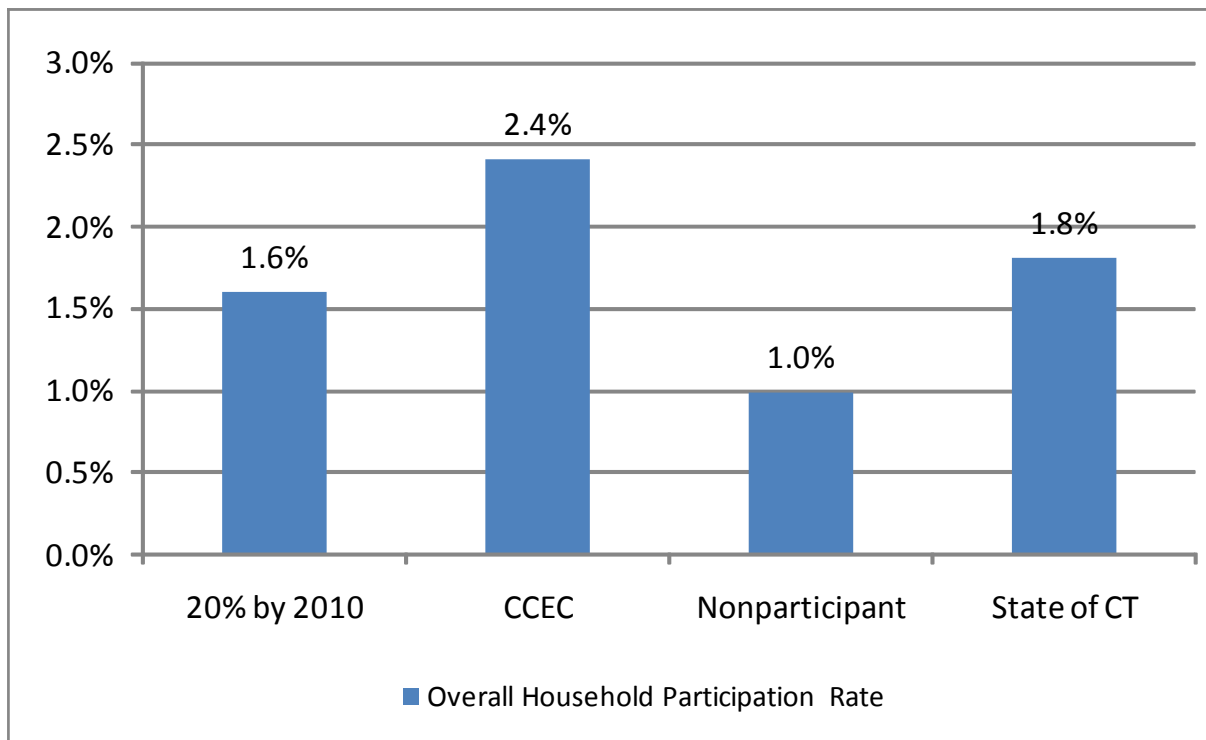
Top 20 Connecticut Municipalities in Total Points

The top 20 municipalities in total points account for a disproportionate amount of signups and total points, and they are predominantly participating communities, 19 of which are CCEC pledge municipalities, 17 are CCECs and 12 have received Community Innovation Grants. The top municipality in total points is Stamford at 2,033, followed by Hartford at 1,367 and New Haven at 1,297 (all three are CCECs). Overall, the top 20 (of 166) municipalities in points represent 43%, 41%, 100%, 29% and 47% of residential, commercial, C&I clean energy purchase, clean energy system and total points, respectively.

Household Penetration Indicators

Statewide, 1.8% of households are enrolled in the CCEO program, while participation rates are substantially higher in CCECs. Overall, 2.4% of all households in CCECs are enrolled in the CCEO program while 1.6% of all households in CCEC pledge communities that have not qualified as CCECs and 1.0% of all households in nonparticipating communities are enrolled in the CCEO program (Figure 5). Statewide household participation rate of 1.8% compare favorably with participation rates of ‘competitive’ utility green pricing programs found in other states.⁷

Figure 5: Overall Household Participation Rates in the CCEO, by CCEF Program Participation, June 30, 2010



⁷ See Bird, Lori, and Jenny Sumner. 2010. Green Power Marketing in the United States: A Status Report (2009 Data). National Renewable Energy Laboratory, Technical Report NREL/TP-6A20-49403. Golden, CO. <http://apps3.eere.energy.gov/greenpower/pdfs/49403.pdf>

Top 20 Connecticut Municipalities in Household Penetration

The top 20 municipalities in household penetration are predominantly participating communities, 19 of which are CCEC pledge municipalities, 15 are CCECs and 16 have received Community Innovation Grants. The top municipalities in household penetration at the end of Q2 2010 are Cornwall (34.0%), followed by Canaan (18.1%) and Bethany (15.7%); all are CCEC pledge municipalities.

Community-Level Participation and PV Qualifications

Participation in CCEF's community-based programs continued to increase during the first half of 2010 as seven municipalities made the CCEC pledge, communities qualified as Connecticut Clean Energy Communities and four municipalities received Community Innovation Grants,⁸ bringing the totals to 101 campaign participants, 48 CCECs and 55 grants recipients, respectively.⁹ During 2010, participating communities qualified for 25 kW of free solar PV systems.

Community Innovation Grants Reports

NMR reviewed 30 CIGP reports from 25 municipalities that were submitted for activities that took place from January through June 2010. In terms of project goals, 15 of the 30 reports indicated that raising community awareness was a primary goal, followed by increasing signups (14 reports) and educating students (ten reports). Thirteen of the 30 reports documented press coverage of CIGP supported activities, including coverage in The North Haven Citizen, Lebanon Life, The Farmington Town Letter, Essex Events, Norwich Bulletin, Acorn Press, Wilton Magazine, The Ashford Citizen, and The Easton Courier. Seven CIGP recipients reported gaining a total of 152 signups generated by CIGP supported activities, while two groups indicated they had gained signups but did not indicate the quantity of signups.

It appears that some of the more successful activities associated with increasing awareness and education included offering free home energy audits, publishing information in town newsletters and newspapers, organizing informational events, outreach and education in school, signup and raffle prizes, and hosting an information table at different events. When CIGP recipients used hosting an information table as a means of gaining signups, the most successful organizations appear to be the ones who hosted an information table not only at environmentally focused events, but also at a variety of different events and locations in order to reach a broader audience which might not otherwise connect with energy issues. In addition, several CIGP recipients used the CIGP grant to leverage other funds; these CIGP recipients reported some of the more success in increasing signups and awareness indicates that

⁸ Communities that have committed to the Clean Energy Communities program are eligible to receive a Community Innovation Grant. The grants are used to support local clean energy awareness and education projects. As of November 1, 2008, Grants have been reduced from \$5,000 to \$4,000 (towns that have already received a grant are eligible for a \$2,000 grant).

⁹ From April 2007 through October 31, 2008 the eligibility requirements for Connecticut Clean Energy Communities (CCEC) program required a community to make a municipal clean energy purchase in addition to the previous requirements of joining the 20% by 2010 Campaign and meeting a threshold number of signups. As of November 1, 2008, communities must meet additional requirements, including making minimum clean energy purchases and committing to the U.S. Environmental Protection Agency's Community Energy Challenge. Municipalities can qualify as a Connecticut Clean Energy Community in several ways, but most commonly by having at least 100 signups to the CTCleanEnergyOptions Program http://www.ctcleanenergy.com/Portals/0/Program%20Modification%20Notice%207_31_08.pdf

leveraging CIGP funding with other funding has the potential to increase the size and success of projects.

Energy Consumption

During Q1 and Q2 the average monthly kWh consumption was 46,050,771 kWh, while cumulative mid-year kWh consumption was 276,304,624 kWh, equal to 53% of the goal of achieving a 3% voluntary clean energy market by the end of 2010.¹⁰ Of the 276,304,624 kWh of cumulative mid-year kWh consumption, 108,247,543 kWh are attributed to enrollments to the CCEO while the remaining 168,057,082 kWh are attributed to bilateral RECs purchases made by municipalities, the state of Connecticut universities and businesses based in Connecticut.

Mid-year kWh consumption attributable to enrollments to the CCEO were 13,639,749 kWh larger than Q1 and Q2 of 2009. However, overall mid-year kWh consumption was 36,034,075 kWh less from Q1 and Q2 of 2009 (a 12% decrease). The decrease is attributable to a decrease in the amount of RECs purchased in 2010 compared to 2009

Environmental Benefits

In terms of environmental benefits, the 276,304,624 kWh of mid-year kWh consumption are estimated to be equivalent to 95,750 tons of CO₂ and 23,690 MTCE produced by 13,790 tons of coal, 3,731 barrels of oil, 1,039,427 mcf of natural gas and 1,461,934 pounds of Uranium ore.¹¹ The 276,304,624 kWh are equivalent to removing 18,801 cars from the road for a year or 2,227,253 tree seedlings grown for 10 years.

Media Activity on Clean Energy

Beginning in Q3 2009, media coverage of CCEF and associated programs under Program Goal Three were tracked through “Google Alerts.” Due to the revision to the data collection process, article levels beginning in the third quarter (Q3) of 2009 are not strictly comparable to previous quarters.

Article volume in Q1 and Q2 2010 rose as compared to Q3 and Q4 2009. Google Alerts provided 345 articles between Q1 and Q2 2010, which is a 73% increase compared to Q3 and Q4 2009. Article volume in Q2 2010 was nearly triple the article volume from Q3 2009. The rise in article volume in Q1 and Q2 2010 may partially be attributed to increased coverage of renewable energy projects associated with the American Recovery and Reinvestment Act, and to Governor Rell’s proposed cuts to the CCEF program to balance the Connecticut budget.

¹⁰ Monthly kWh consumption includes gross kWh consumption from the CCEO and gross bilateral RECs purchases, but excludes RECs from on-site distributed generation (DG). Gross bilateral RECs data for 2010 include data provided by the Sterling Planet and Community Energy, RECs reported by the EPA Green Power Partnership website (<http://www.epa.gov/grnpower/>), contracts of municipal REC purchases by CCEF and municipal REC purchases verified by CCEF. Gross bilateral RECs data were provided as total annual MWh. For this report, it was assumed that gross bilateral RECs were consumed in equal monthly installments. For example, a purchase of 120 MWh of RECs is estimated to equal 10 MWh per month.

¹¹ Environmental benefits analysis assumes equivalent generation from only non-polluting renewable sources - e.g. solar, wind, hydro, but the analysis does not include fuel cell, land fill gas or other sources that generate emissions. Environmental benefits calculations also assume that the 167,747,103 kWh of electricity would have been generated in the NEPOOL territory in the absence of the CTCleanEnergyOptions Program.

Supply side articles continued to be the most commonly covered program goal during Q1 and Q2 2010, which continues a trend seen in Q3 and Q4 2009. Supply Side articles accounted for 39% of all program goal mentions in Q1 and Q2 2010 and increased by 57% as compared to Q3 and Q4 2009. Market Development articles saw an increase of 130% from Q3 and Q4 2009.

The connection between CCEF programs and CCEF messaging has grown dramatically over the past year. In Q3 and Q4 2009, 71% of articles that mentioned at least one program goal contained program messaging. In Q1 and Q2 2010, all of the articles that mentioned at least one program goal contained program messaging.

Overall, messaging increased from 80% of articles during Q3 and Q4 of 2009 to 96% of articles during Q1 and Q2 2010. In Q1 and Q2 2010, 77% of articles had an environmental benefits message, 41% had an energy security message, and 61% had an economic development message. This represents a 79%, 215%, and 144% increase, respectively, for each message. In addition, the number of mentions of program websites in articles increased, with 52 mentions in Q1 and Q2 2010 compared to 46 mentions in Q3 and Q4 2009.

Program Recommendations

The NMR team has developed the following recommendations for the implementation and design of Program Goal 3 (Renewable Energy Demand and Sustainability), many of which were in the 2009 Annual Report:

- **Encourage communities and businesses to use “clean energy challenges” to increase program participation.** A number of clean energy programs and communities have successfully used “clean energy challenges” to increase participation.¹² Typically, communities agree to purchase, or increase their purchase, of clean energy if a target of customer enrollment is reached. Challenges could easily include similar pledges from businesses, perhaps tying clean energy purchase pledges to kW thresholds.
- **Increase outreach to businesses and other potential REC customers.** Past interviews with REC customers suggest that a major barrier to purchasing RECs is the lack of knowledge on the part of management. Outreach by CCEF and perhaps by Clean Energy Task Forces and Grants Recipients could help overcome this barrier and increase REC purchases by Connecticut based business and organizations. CCEF could consider hosting an educational form about RECs for Connecticut-based businesses and institutions.
- **Help organize associations of ‘green’ businesses.** During past interviews with REC customers, several suggested establishing an association of ‘green’ businesses in order to help create enthusiasm and interest, share ideas and increase awareness in the business community for RECs and clean energy.
- **Increase person to person recruitment of CCEO subscribers.** Past participants in CCEF’s regional training workshops identified personal contacts as a key way to increase awareness of

¹² See Bird, Lori, Claire Kreycik and Barry Friedman. 2008. Green Power Marketing in the United States: A Status Report (11th Edition). National Renewable Energy Laboratory, Technical Report NREL/TP-6A2-44094. Golden, CO. www.nrel.gov/docs/fy09osti/44094.pdf

clean energy and the CCEO. CCEF could consider establishing goals for clean energy task forces or grants recipients to personally inform a minimum number of people (i.e., five) about the CCEO.

- **Continue and to the extent possible, increase coordination with efficiency programs.** Past participants in CCEF's regional training workshops identified cost as a key barrier to enrollment to the CCEO. Increasing coordination with Energy Conservation Management Board (ECMB) programs could help off-set the costs of CCEO enrollment. Perhaps CCEF could expand on current coordination efforts with the ECMB (CCEF currently coordinates with ECMB with the On-Site Renewable Generation Program and residential rebate program).
- **Continued use of social media.** During 2010 CCEF established a coordinated social media presence with the start of a blog, Facebook page and Twitter account. These social media could prove to be an effective method of increasing awareness of clean energy and CCEF's programming in Connecticut and should be continued. Social media could also prove to be an effective means of organizing activities and clean energy advocates throughout the state and across multiple communities simultaneously.
- **Update 20% by 2010 campaign.** Consider establishing a new clean energy goal for participating communities. This could help communities retain their interest and enthusiasm for the program. A revised clean energy goal of 25% or 30% clean energy by 2012 seems reasonable as they are achievable increases within the three year time period.
- **Require progress towards the EPA Community Energy Challenge program goals.** In addition to requiring communities to commit to the EPA Community Energy Challenge, require that participating make progress toward the Challenge, including benchmarking energy performance of municipal buildings, developing a plan to meet the goal of reducing energy use by 10% and progress toward meeting the energy reduction goal (perhaps setting targets or rewards at the 5% reduction and 10% reduction levels).
- **Recognize clean energy purchases made through competitive suppliers.** If competitive suppliers offer clean energy (such as ConEdison Solution's "Connecticut Green Power Program"), CCEF could recognize and award points toward CCEF program rewards. Because the clean energy options available through competitive suppliers are not directly comparable to the CCEO in their mix of clean energy supply, CCEF may want to award points in a similar way in which points are awarded for REC purchases.
- **Improve reporting by Community Innovation Grants Program (CIGP) recipients.** A number of CIGP reports submitted for activities that took place in 2010 were either incomplete or offered few details on CIGP supported activities. CCEF should stress the importance of the CIGP reports to current CIGP recipients.
- **Provide examples of successful CIGP activities.** In order to help current CIGP recipients, CCEF could provide examples of successful CIGP activities. Examples of some of the more successful activities that appeared to increase public awareness and signups during 2010 included offering free energy audits in exchange for enrolling in the CCEO program, participating in multiple events rather than single events, hosting public forums on clean energy

and the environment, incorporating student environmental groups, hosting information booths and tables at public events, and incorporating CFL handouts

- **Provide examples to CIGP recipients that successfully leveraged CIGP funds with other grants and funds.** Leveraging CIGP funds with other grants or funds has allowed a number of CIGP recipients to pursue innovative outreach projects such as free energy audits.
- **Ask CIGP recipients to request reports from recipients of micro-grants.** A number of CIGP recipients disburse portions of their grants in the form of micro-grants, but reporting on the activities of the micro-grant recipients is mixed.
- **Update CIGP reporting template to include a field for media source.** The current reporting template does not include a field for including the source of media coverage. While some CIGP reports include media sources or copies of media coverage not all do and including a field may improve reporting of this valuable metric.

1 Renewable Energy Demand and Sustainability¹³

¹³ CCEF has a goal of achieving a 3% voluntary clean energy market by the end of 2010.

1.1 Community Participation Summary

Participation in CCEF’s community-based programs continued to increase during 2010 as seven municipalities made the CCEC pledge, six communities qualified as Connecticut Clean Energy Communities and four municipalities received Community Innovation Grants, bringing the totals to 101 campaign participants, 48 CCECs and 55 grants recipients, respectively (Table 1-1). During the first two quarters of 2010, participating communities qualified for 25 kW of free solar PV systems.

Table 1-1: Community-Level Participation¹⁴

Municipality	Clean Energy Community Pledge Date ¹⁵	Clean Energy Community Qual. Date ¹⁶	Clean Energy Innov. Grant Date ¹⁷	100 Sign-ups Quals.	1 GWh Quals.	10% Household Quals.	100 Sign-ups School District	Leadership Rewards	Achievement Rewards	Total Free Solar PV Systems
Ashford	Apr-09		May-09	0	0	0	0	0	0	0
Avon	Jun-08	Oct-08		1	0	0	0	0	0	1
Beacon Falls	May-10			0	0	0	0	0	0	0
Berlin	Jul-07			0	0	0	0	0	0	0
Bethany	Aug-05	Nov-06	Aug-06	4	0	0	1.33	6	5	16.3
Bethlehem	Dec-09			0	0	0	0	0	0	0
Bloomfield	Jan-07	Oct-08	Feb-07	1	0	0	0	0	0	1
Branford	Mar-06	Apr-06	Jun-07	8	0	0	0	0	1	9
Bridgeport	Jan-08	Jan-08		3	0	0	0	0	0	3
Burlington	Feb-07			0	0	0	0	0	0	0
Canaan	May-09			0	0	0	0	0	0	0
Canton	Apr-05	Nov-06	Feb-07	2	0	0	0	0	1	3
Chaplin	Dec-07			0	0	0	0	0	0	0
Cheshire	Aug-05	Nov-06	Jan-07	5	0	0	0	0	1	6
Chester	May-06		Nov-06	0	0	0	0	0	0	0
Clinton	Dec-07			0	0	0	0	0	0	0

¹⁴ Municipality commitment dates to the Clean Energy Communities program and dates that Community Innovation Grants are issued to municipalities are provided by Bob Wall of CCEF on a monthly basis. Clean Energy Qualification dates and PV qualifications are based upon calculations made by NMR that are reviewed and approved by Bob Wall of CCEF.

¹⁵ Connecticut is subdivided into eight counties and 169 municipalities. Of the 169 municipalities, ratepayers in 166 municipalities are eligible to participate in the CTCleanEnergyOptions Program. The three excluded municipalities are Norwich, Bozrah, and Wallingford.

¹⁶ Municipalities can qualify as a Connecticut Clean Energy Community in several ways, but most commonly by having at least 100 signups to the CTCleanEnergyOptions Program.

¹⁷ Communities that have committed to the Clean Energy Communities program are eligible to receive a Community Innovation Grant. The grants are used to support local clean energy awareness and education projects. As of November 1, 2008, Grants have been reduced from \$5,000 to \$4,000 (towns that have already received a grant are eligible for a \$2,000 grant). Through December 2009, one community, Bethany, has received a second grant while all other grant recipients have received a single grant.

Municipality	Clean Energy Community Pledge Date ¹⁵	Clean Energy Community Qual. Date ¹⁶	Clean Energy Innov. Grant Date ¹⁷	100 Sign-ups Quals.	1 GWh Quals.	10% Household Quals.	100 Sign-ups School District	Leadership Rewards	Achievement Rewards	Total Free Solar PV Systems
Colchester	May-07		Apr-09	0	0	0	0	0	0	0
Cornwall	Feb-07	Jan-08	Sep-07	0	0	3	0	5	1	9
Coventry	Feb-08	Apr-08	May-09	1	0	0	0	0	0	1
Cromwell	Mar-07		Jun-07	0	0	0	0	0	0	0
Danbury	Jun-07	Jan-10		3	0	0	0	0	0	3
Durham	Feb-08		Apr-09	0	0	0	0	0	0	0
East Haddam	Dec-08			0	0	0	0	0	0	0
East Hampton	Jun-08	Jan-10	Mar-10	1	0	0	0	0	0	1
East Hartford	Apr-08			0	0	0	0	0	0	0
East Haven	Jan-08		May-09	0	0	0	0	0	0	0
East Lyme	Jun-08	Apr-10		1	0	0	0	0	0	1
Easton	Apr-06	Apr-08	Jun-07	3	0	0	0	0	2	5
Enfield	Oct-07			0	0	0	0	0	0	0
Essex	Feb-06	Jun-07	Oct-06	1	0	0	0	0	1	2
Fairfield	Feb-05	Nov-05	Aug-06	15	0	0	0	0	1	16
Farmington	May-09	Apr-10	Sep-09	2	0	0	0	0	0	2
Glastonbury	Jan-06	Jan-06		5	0	0	0	0	1	6
Granby	Nov-07			0	0	0	0	0	0	0
Greenwich	Mar-08	Dec-09		6	0	0	0	0	0	6
Haddam	Sep-08	Apr-10	Apr-10	1	0	0	0	0	0	1
Hamden	Jul-05	Oct-05	Sep-06	10	0	0	0	0	0	10
Hampton	Mar-10		Mar-10	0	0	0	0	0	0	0
Hartford	Feb-06	Feb-06	Feb-07	3	10	0	0	0	0	13
Harwinton	Apr-06		Nov-06	0	0	0	0	0	0	0
Kent	Jun-08		Mar-09	0	0	0	0	0	0	0
Killingworth	Nov-09		Mar-10	0	0	0	0	0	0	0
Lebanon	Jul-07		Apr-09	0	0	0	0	0	0	0
Madison	Jul-07	Sep-07		3	0	0	0	0	1	4
Manchester	Apr-07	Apr-07		4	0	0	0	0	0	4
Mansfield	Jul-05	Feb-06	Sep-06	5	0	0	0	0	2	7
Meriden	Aug-06		Nov-06	0	0	0	0	0	0	0
Middlefield	Oct-06		Jan-07	0	0	0	0	0	0	0
Middletown	May-05	Jun-05	Jul-06	4	1	0	0	0	0	5
Milford	Jan-05	Jan-06	Sep-06	8	0	0	0	0	0	8
New Britain	Feb-05	Dec-07	Feb-08	1	0	0	0	0	0	1
New Hartford	Sep-08			0	0	0	0	0	0	0
New Haven	Feb-04	Jun-05		22	0	0	0	2	0	24
New London	May-07			0	0	0	0	0	0	0

Municipality	Clean Energy Community Pledge Date ¹⁵	Clean Energy Community Qual. Date ¹⁶	Clean Energy Innov. Grant Date ¹⁷	100 Sign-ups Quals.	1 GWh Quals.	10% Household Quals.	100 Sign-ups School District	Leadership Rewards	Achievement Rewards	Total Free Solar PV Systems
Newington	Mar-07		Oct-07	0	0	0	0	0	0	0
Newtown	Nov-06	Nov-06		4	2	0	0	0	0	6
Norfolk	Aug-06	Jan-07	Sep-06	0	0	1	0	4	0	5
North Canaan	Apr-08			0	0	0	0	0	0	0
North Haven	Feb-07	Aug-09	Jun-07	4	0	0	0	0	0	4
North Stonington	Dec-07			0	0	0	0	0	0	0
Norwalk	Mar-08			0	0	0	0	0	0	0
Old Lyme	Apr-07			0	0	0	0	0	0	0
Old Saybrook	Sep-07			0	0	0	0	0	0	0
Orange	May-05	Nov-09	Apr-08	0	0	0	1.33	0	0	1.3
Plainville	May-06		Feb-07	0	0	0	0	0	0	0
Pomfret	Sep-08			0	0	0	0	0	0	0
Portland	Nov-04	Jun-06	Jun-06	3	0	0	0	2	2	7
Putnam	Jul-08			0	0	0	0	0	0	0
Redding	Jun-07	Nov-07	Apr-09	2	0	0	0	0	1	3
Ridgefield	Feb-07	Aug-07	Sep-07	9	4	0	0	0	2	15
Rocky Hill	May-07	Oct-08		1	0	0	0	0	0	1
Roxbury	Jan-10			0	0	0	0	0	0	0
Salisbury	Dec-06	Sep-08	Feb-07	1	0	0	0	0	1	2
Sharon	May-09			0	0	0	0	0	0	0
Sherman	Apr-08			0	0	0	0	0	0	0
Simsbury	Mar-08		Sep-09	0	0	0	0	0	0	0
South Windsor	Oct-07	Apr-10		1	0	0	0	0	0	1
Southington	Dec-06		May-09	0	0	0	0	0	0	0
Stafford	Mar-10			0	0	0	0	0	0	0
Stamford	Apr-05	Nov-05	Dec-06	8	15	0	0	0	0	23
Stonington	Jun-08			0	0	0	0	0	0	0
Stratford	Mar-07	Jan-08		3	0	0	0	0	0	3
Thompson	Jun-10			0	0	0	0	0	0	0
Tolland	Jun-10			0	0	0	0	0	0	0
Torrington	Dec-06		Apr-07	0	0	0	0	0	0	0
Trumbull	Jun-05		Sep-06	0	0	0	0	0	0	0
Vernon	Aug-07			0	0	0	0	0	0	0
Warren	Sep-08			0	0	0	0	0	0	0
Washington	Aug-07			0	0	0	0	0	0	0
West Hartford	Jan-05	Jun-05	Oct-06	12	0	0	0	2	1	15
West Haven	Jun-08			0	0	0	0	0	0	0
Weston	May-07	Nov-07	May-09	3	0	0	0	0	1	4
Westport	Mar-05	Jan-07	Dec-06	7	0	0	0	0	1	8
Wethersfield	Apr-06	Nov-06	Nov-06	2	0	0	0	0	0	2
Willington	Apr-10			0	0	0	0	0	0	0
Wilton	Dec-07	May-08	Dec-09	4	0	0	0	0	1	5

Municipality	Clean Energy Community Pledge Date ¹⁵	Clean Energy Community Qual. Date ¹⁶	Clean Energy Innov. Grant Date ¹⁷	100 Sign- ups Quals.	1 GWh Quals.	10% Household Quals.	100 Sign- ups School District	Leadership Rewards	Achievement Rewards	Total Free Solar PV Systems
Windham	Dec-06			0	0	0	0	0	0	0
Windsor	Apr-07	Apr-07	Jun-08	2	0	0	0	0	0	2
Woodbridge	Sep-05	Dec-07	Feb-07	2	0	0	1.33	0	1	4.3
Woodbury	May-08		Sep-09	0	0	0	0	0	0	0
Woodstock	Oct-07	Aug-09	Apr-09	1	0	0	0	0	3	4
Total	101	48	54	192	32	4	4	21	31	284

1.1 Community-Level Participation (Continued)

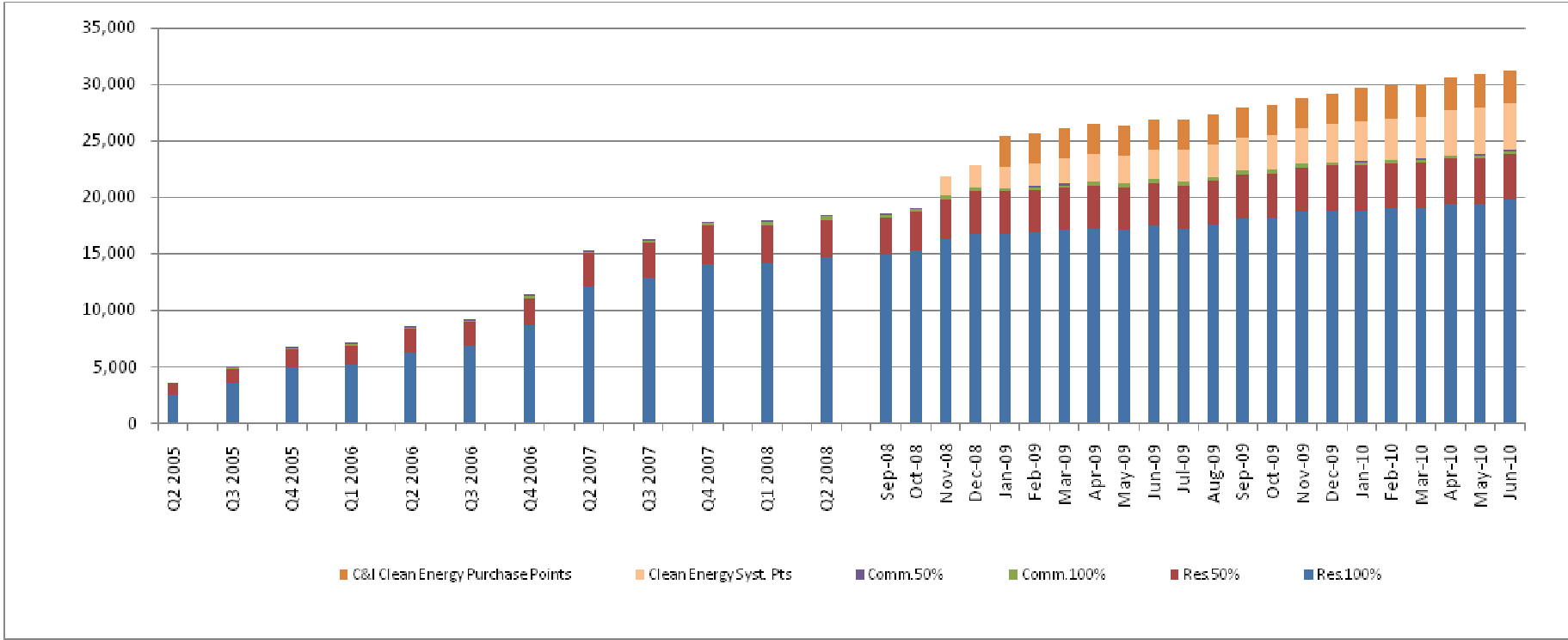
1.1.1 Community Participation, Q1 and Q2 2010 Summary (January 1, 2010 to June 30, 2010)

- As of June 30, 2010, there are 101 CCEC pledge communities, 48 qualifying Connecticut Clean Energy Communities, and 55 recipients of Community Innovation Grants. During 2010 community level participation continued to grow:
 - Seven additional municipalities made the CCEC pledge..
 - Six additional municipalities qualified as a Connecticut Clean Energy Community.
 - Four additional municipalities received Community Innovation Grants.
- As of June 30, 2010 towns had qualified for 284 kW of free solar PV systems. Between January 1, 2010 and June 30, 2010 there were 25 kW of qualifications for free solar PV systems.
- As of June 30, 2010 there are 13 municipalities with over 100 sign up points that have not made the CCEC pledge and 27 municipalities that have reached 100 signup points and made the CCEC pledge but have not made a municipal purchase.

1.2 Points Indicators

1.2.1 Change in Points

Figure 6: Total Points Over Time, Cumulative



1.2.1.1 Change in Points, Q1 and Q2 Summary (January 1, 2010 to June 30, 2010)

- During the first two quarters of 2010, both total signups and total points have increased moderately. Signups increased by 1,023 (4% increase) and points increased by 2,010 (7% increase). The disparity in increase in signups and points is due to points awarded for clean energy systems (726 additional points) and points awarded for C&I clean energy purchases (261 additional points)¹⁸

¹⁸ Changes to the Clean Energy Communities program took effect November 1, 2008, modifying the way in which Clean Energy Communities (CEC) can accumulate points. All signups to the CTCleanEnergyOptions program now count as point, regardless as to whether the signup is a 50% or 100% customer. Additional points are now rewarded for clean energy systems installed in CECs and for clean energy purchases made by C&I customers.

<http://www.ctcleanenergy.com/YourCommunity/CTCleanEnergyCommunities/Communities/tabid/82/Default.aspx>

- The increase in signups seen in the first half of 2010, 1,023, was smaller than the increase seen in the previous sixth month period (Q3 and Q4 of 2009) when signups increased by 1,475. However, the increase was larger than the increase experienced during Q1 and Q2 of 2009 (764 increase in signups). The Q1 and Q2 2010 increase in signups is also 47% lower than the average six month increase from 2006 to 2010 (1,943).
- The rate of signup growth was very low during the first quarter of 2010 (only 269 additional signups), but it increased during the second quarter of 2009 (754 additional signups). The spring bill insert in 2010 does appear to have contributed to a surge in signups. The continued lower rate of signup growth during 2010 is likely due primarily to the economic downturn
- As of June 30, 2010, points totaled 31,130, comprised of 24,145 signups to the CCEO, 4,194 clean energy system points, and 2,961 C&I clean energy purchase points.
- As of June 30, 2010, there are 23,805 residential signups, representing 99% of all signups and 76% of all points.
- The 4,194 clean energy system points represent 13% of total points.
- Since the program's launch, the percentage of residential signups has remained at 98% of total signups or higher.

1.2.2 Top 20 Connecticut Municipalities in Total Points

Table 1-2: Top 20 Connecticut Municipalities in Total Points

Rank	Municipality	Clean Energy Community Pledge	Connecticut Clean Energy Community Qualified	Community Innovations Grant Awarded	Residential Signup Points	Commercial Signup Points	C&I Clean Energy Purchase Points	Clean Energy System Points	Total Points
1	Stamford	Apr-05	Nov-05	Dec-06	471	8	1,500	54.0	2,033
2	Hartford	Feb-06	Feb-06	Feb-07	272	13	1,061	21.0	1,367
3	New Haven	Feb-04	Jun-05		1,182	16	0	99.0	1,297
4	West Hartford	Jan-05	Jun-05	Oct-06	1,186	15	0	39.0	1,240
5	Fairfield	Feb-05	Nov-05	Aug-06	816	9	0	69.0	894
6	Ridgefield	Feb-07	Aug-07	Sep-07	514	0	200	30.0	744
7	Hamden	Jul-05	Oct-05	Sep-06	651	5	0	39.0	695
8	Milford	Jan-05	Jan-06	Sep-06	516	5	0	99.0	620
9	Glastonbury	Jan-06	Jan-06		542	7	0	39.0	588
10	Middletown	May-05	Jun-05	Jul-06	413	8	100	66.0	587
11	Westport	Mar-05	Jan-07	Dec-06	487	6	0	78.0	571
12	Branford	Mar-06	Apr-06	Jun-07	466	10	0	87.0	563
13	Mansfield	Jul-05	Feb-06	Sep-06	428	4	0	78.0	510
14	Manchester	Apr-07	Apr-07		396	6	0	45.0	447
15	Guilford				376	8	0	48.0	432
16	Newtown	Nov-06	Nov-06		256	3	100	66.0	425
17	Stonington	Jun-08			291	3	0	126.0	420
18	Greenwich	Mar-08	Dec-09		341	5	0	63.0	409
19	Madison	Jul-07	Sep-07		377	4	0	12.0	393
20	Simsbury	Mar-08		Sep-09	306	5	0	42.0	353
	Top 20 (of Total 166 Eligible Municipalities)	19 (of 101 Participating Municipalities)	17 (of 48 Qualifying Municipalities)	12 (of 55 Recipient Municipalities)	10,287 (of 23,805 Total Res. Signup Points)	140 (of 340 Total Comm. Signup Points)	2,961 (of 2,961 C&I Clean Energy Purchase Points)	1,200 (of 4,194 Clean Energy System Points)	14,588 (of 31,300 Total Points)

1.2.2.1 *Top 20 Connecticut Municipalities in Total Points, Q1 and Q2 Summary (January 1, 2010 to June 30, 2010)*

- The top municipality in total points is Stamford at 2,033, followed by Hartford at 1,367 and New Haven at 1,297 .
 - Stamford and Hartford are among the top three municipalities in total points largely because of a large C&I clean energy purchase for which both municipalities were awarded over 1,000 points.
- Twenty-six municipalities have 300 or more points, representing no change in the number of municipalities with 300 or more points from the fourth quarter of 2009.
- All of the top 20 municipalities have 200 or more points and a total of 37 municipalities have 200 or more points. This represents an increase of two municipalities with 200 or more points from the fourth quarter of 2009.
- Ninety municipalities have over 100 points, an increase of three municipalities from Q4 2009.
- Hartford, West Hartford and Guilford experienced the largest increases in points during Q1 and Q2 2010, with increases of 274, 67 and 60 points, respectively.
- West Hartford, Guilford and Hamden experienced the largest increases in signups during Q1 and Q2 2010, with increases of 55, 51, and 48 signups, respectively.
- The top 20 municipalities in total signup points include 19 of 101 twenty percent by 2010 Campaign participants, 17 of 48 qualifying Connecticut Clean Energy Communities and 12 of 55 municipalities that have received Community Innovation Grants.
- The top 20 (of 166) municipalities in points represent 43%, 41%, 100%, 29% and 47% of residential, commercial, C&I clean energy purchase, clean energy system and total points, respectively.
 - Interestingly, while the top 20 municipalities represent a disproportionate amount of the clean energy system points, clean energy system points are the least concentrated type of points (i.e., residential, commercial, C&I, total) among the top 20.
- There were no changes in the top 20 municipalities in signup points during Q1 and Q2 2010,.

1.2.3 Connecticut Clean Energy Communities, Points

Table 1-3: Total Points for Connecticut Clean Energy Communities

	Number of Muni. (% of Total)	Residential Signup Points (% of Total)	Commercial Signup Points (% of Total)	C&I Clean Energy Purchase Points (% of Total)	Clean Energy System Points (% of Total)	Total Points (% of Total)
Clean Energy Communities (CCEC)	48 (29%)	14,923 (63%)	209 (62%)	2,961 (100%)	1,764 (42%)	19,857 (63%)
CCEC pledge (but not CCEC qualified)	53 (32%)	5,281 (22%)	82 (24%)	0 (0%)	1,250 (30%)	6,613 (21%)
Nonparticipants	65 (39%)	3,601 (15%)	49 (14%)	0 (0%)	1,180 (28%)	4,830 (15%)
Totals	166 (100%)	23,805 (100%)	340 (100%)	2,961 (100%)	4,194 (100%)	31,300 (100%)

- As of June 30, 2010, 48 Connecticut Clean Energy Communities (CCECs) represent only 29% of all municipalities, but 63% of residential signup points, 62% of commercial signup points, 100% of C&I clean energy purchase points, 42% of clean energy system points and 63% of all points.
 - Of the four types of points that comprise total points (i.e., residential signups, commercial signups, C&I clean energy purchase points and clean energy system points), clean energy system points are significantly less concentrated among CCECs than the other types of points.
- CCEC pledge communities that have not qualified as CCECs and nonparticipating communities account for much smaller percentages of points (21% and 15%, respectively).

1.2.4 Mid-year Increases in Points and Signups for Connecticut Clean Energy Pledge Communities and Connecticut Clean Energy Communities

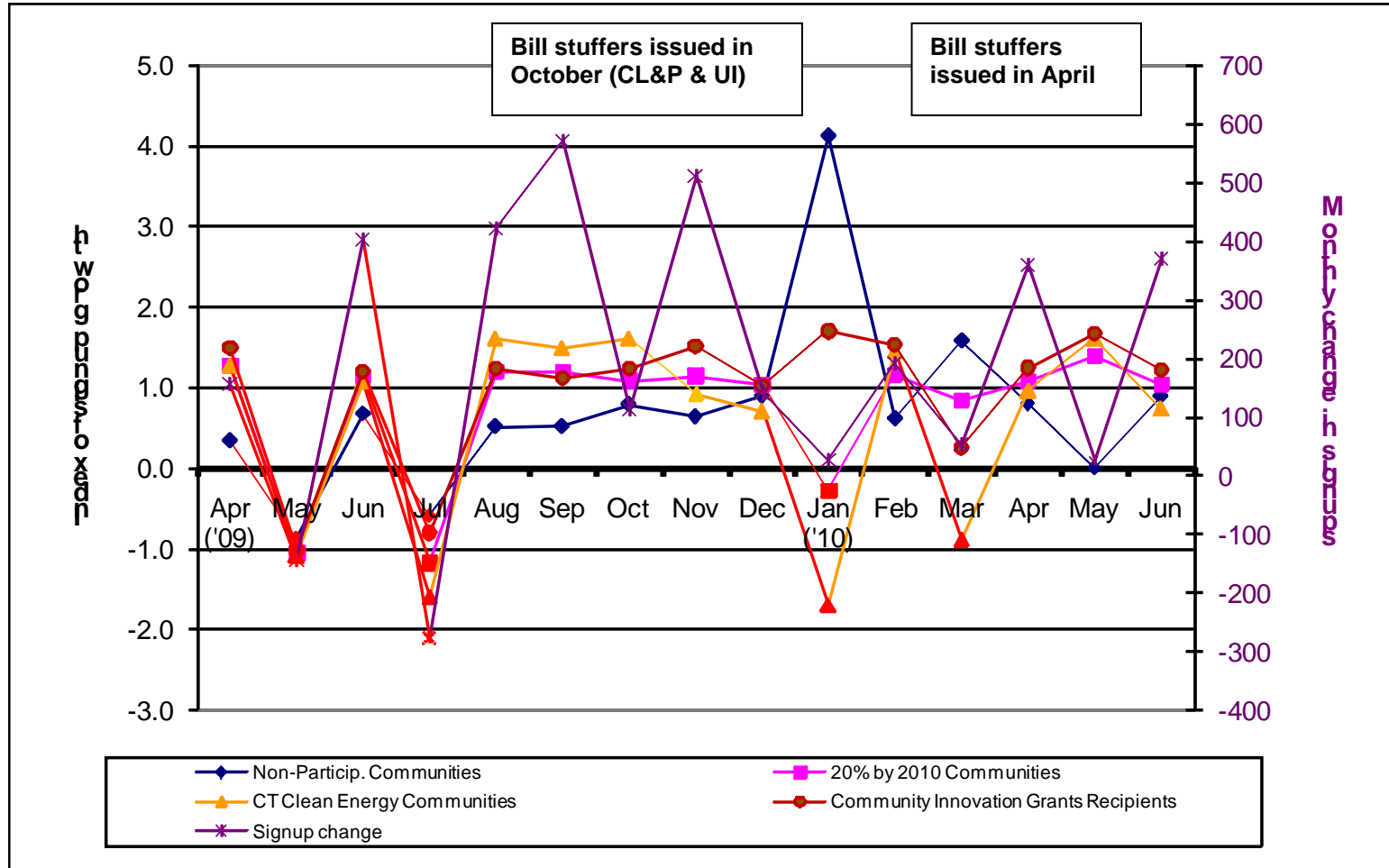
Table 1-4: Mid-year Increases in Points and Signups, by Program Participation

CCEC pledge	Number of Municipalities (Percent of Total)	Mid-year Increase, Total Points (Percent of Total)	Mid-year Increase, Signups (Percent of Total)	Mid-year Increase, Clean Energy System Points (Percent of Total)	Total Households (Percent of Total)	Ratio of Percentage of Mid-year Increase in Points to Percentage of CT Households	Ratio of Percentage of Mid-year Increase in Signups to Percentage of CT Households
CCEC pledge	101 (61%)	1,573 (78%)	784 (77%)	528 (73%)	948,092 (73%)	1.1	1.1
CCECs	48 (29%)	979 (49%)	401 (39%)	317 (44%)	618,111 (47%)	1.0	0.8
Community Innov. Grants	55 (33%)	1,063 (53%)	491 (48%)	311 (43%)	503,996 (38%)	1.4	1.2
Nonpart.	65 (39%)	436 (22%)	239 (23%)	197 (27%)	363,215 (28%)	0.8	0.8
Totals	166 (100%)	2,010 (100%)	1,023 (100%)	726 (100%)	1,311,307 (100%)		

- One hundred one CCEC pledge communities account for 78% of the annual increase in total points, 77% of the annual change in signups, and 73% of the annual increase in clean energy system points though they only account for 61% of all municipalities and 73% of all households.
- Forty-eight Connecticut Clean Energy Communities (CCECs) account for 49% of the annual increase in total points, 39% of the annual increase in signups, and 44% of the annual increase in clean energy system points while they account for 29% of the municipalities and 47% of all households.
- Fifty-five communities that have received Community Innovation Grants account for 53% of the annual increase in total points, 48% of the annual increase in signups, and 43% of the annual increase in clean energy system points while they account for 33% of the municipalities and 38% of all households.
- CCEC pledge communities and Community Innovation Grants recipients account for a disproportionate amount of new signups in Q1 and Q2 of 2010, relative to the number of households found in their communities, with a ratio of the percentage of annual signup increase to percentage of Connecticut households of 1.1:1 and 1.2:1, respectively.

1.2.5 Index of Signup Growth, Adjusted for the Number of Households

Figure 7: Index of Signup Growth, Adjusted for the Number of Households¹⁹



¹⁹ The index, calculated for each category of communities, is a ratio of the percentage of the monthly increase in signups to the percentage of Connecticut households found in each category of communities. For example, in October, 2009, Connecticut Clean Energy Communities accounted for 65% of the monthly increase in signups but only 40% of the households in Connecticut, resulting in an index score of 1.6 (65% / 40% = 1.6)

1.2.5.1 Index of Signup Growth, Q1 and Q2 Summary (January 1, 2010 to June 30, 2010)

- CCEC pledge communities and Community Innovation Grants recipients accounted for disproportionate amounts of new points and signups during Q1 and Q2 of 2010.
- The rate of signup growth was low during the first quarter of 2010 (269 additional signups), but it increased during the second quarter of 2009 (754 additional signups).
- During Q1 and Q2 of 2010, the average increase in points for CCEC pledge communities, CCECs, Community Innovations grants recipients and nonparticipant municipalities was 16, 20, 19, and 6 points per municipality, respectively.
- During Q1 and Q2 of 2010, the average increase in signups for CCEC pledge communities, CCECs, Community Innovations grants recipients and nonparticipant municipalities was 8, 8, 9, and 4 signups per municipality, respectively.
- During Q1 and Q2 of 2010, the average increase in clean energy system points for CCEC pledge communities, CCECs, Community Innovations grants recipients and nonparticipant municipalities was 5, 7, 6, and 3 points per municipality, respectively.
- Eighteen of the 20 communities with point increases of 20 or more during Q1 and Q2 of 2010 were CCEC pledge communities; ten were Clean Energy Communities.
- Nine of the ten communities with signup increases of 20 or more during Q1 and Q2 of 2010 were CCEC pledge communities; five were Clean Energy Communities

1.2.6 Analysis of Municipalities that Experienced Large Increases in Enrollments in the CCEO Program during the Previous Six Months

Table 1-5: Top 20 Municipalities for Increased CCEO Enrollments during Q1 and Q2 2010

Rank	Municipality	CCEC pledge Communities	CCEC Qualified	CIGP Awarded	Q3 & Q4 2009 Change in CCEO Signups	Q1 and Q2 Change in CCEO Signups	Signup Points as of June 30, 2010	Total Points as of June 30, 2010
1	West Hartford	Jan-05	Jun-05	Oct-06	45	55	1,146	1,173
2	Guilford				40	51	333	372
3	Hamden	Jul-05	Oct-05	Sep-06	40	48	608	644
4	North Haven	Feb-07	Aug-09	Jun-07	19	37	256	277
5	Windham	Dec-06			25	29	144	159
6	Torrington	Dec-06		Apr-07	7	29	143	158
7	Stamford	Apr-05	Nov-05	Dec-06	33	23	456	1,998
8	Mansfield	Jul-05	Feb-06	Sep-06	19	21	411	471
9	Chester	May-06		Nov-06	7	21	119	143
10	West Haven	Jun-08			5	20	130	145
11	Farmington	May-09	Apr-10	Sep-09	17	19	184	223
12	East Haven	Jan-08		May-09	13	19	83	89
13	Meriden	Aug-06		Nov-06	8	19	136	139
14	Thompson	Jun-10			4	19	40	67
15	Branford	Mar-06	Apr-06	Jun-07	34	18	458	524
16	Bristol				6	16	166	175
17	Bloomfield	Jan-07	Oct-08	Feb-07	4	14	132	153
18	Enfield	Oct-07			2	14	116	125
19	Coventry	Feb-08	Apr-08	May-09	14	13	138	168
20	Manchester	Apr-07	Apr-07		8	13	389	428
	Top 20 (of Total 166 Eligible Municipalities)	18 (of 101 Participating Municipalities)	10 (of 48 Qualifying Municipalities)	13 (of 55 Recipient Municipalities)	350 (of 1,475 Signups)	498 (of 1,023 Signups)	6,086 (of 24,145 Signups)	8,252 (of 31,300 total points)

- Nearly all (18) of the 20 municipalities that experienced the largest increase in signups during Q1 and Q2 2010 are CCEC pledge communities.
- The top 20 municipalities were responsible for 49% of the change in signups during Q1 and Q2 2010
- During Q1 and Q2, the average increase in signups for the top 20 municipalities was 25 whereas the average increase in signups for all other communities was four.

- Most of the 20 municipalities that experienced the largest increase in signups during Q1 and Q2 2010 experienced moderate increases in signups during Q3 and Q4 2009; as a group, they averaged an increase of 18 signups and were responsible for 24% of the signup change during Q3 and Q4 2009.
 - However, six of the municipalities that experienced the largest increase in signups during Q1 and Q2 2010 also experienced the largest increase in signups during Q3 and Q4 2009, including the top three of West Hartford, Guilford and Hamden (see Table 1-6)
- The 20 municipalities that experienced the largest increase in signups during Q1 and Q2 2010 had an average of 304 signups and 413 points whereas the remaining communities had an average of 121 signups and 155 points.

Table 1-6: Q1 and Q2 2010 Change in CCEO Enrollments for Top 20 Municipalities for Increased CCEO Enrollments during Q3 and Q4 2009

Rank	Municipality	Clean Energy Community Pledge	CCEC Qualified	CIGP Awarded	Q3 & Q4 2009 Change in CCEO Signups	Q1 and Q2 Change in CCEO Signups	Signup Points as of June 30, 2010	Total Points as of June 30, 2010
1	Simsbury	Mar-08		Sep-09	105	5	311	353
2	New Haven	Feb-04	Jun-05		72	-1	1198	1297
3	Westport	Mar-05	Jan-07	Dec-06	63	6	493	571
4	Fairfield	Feb-05	Nov-05	Aug-06	50	7	825	894
5	Hartford	Feb-06	Feb-06	Feb-07	50	4	285	1367
6	West Hartford	Jan-05	Jun-05	Oct-06	45	55	1201	1240
7	Guilford				40	51	384	432
8	Hamden	Jul-05	Oct-05	Sep-06	40	48	656	695
9	Branford	Mar-06	Apr-06	Jun-07	34	18	476	563
10	Stamford	Apr-05	Nov-05	Dec-06	33	23	479	2033
11	Middletown	May-05	Jun-05	Jul-06	32	10	421	587
12	Stonington	Jun-08			32	4	294	420
13	Avon	Jun-08	Oct-08		29	9	163	193
14	Windham	Dec-06			25	29	173	188
15	Canton	Apr-05	Nov-06	Feb-07	25	-3	202	232
16	Glastonbury	Jan-06	Jan-06		24	-1	549	588
17	Newtown	Nov-06	Nov-06		23	7	259	425
18	Wilton	Dec-07	May-08	Dec-09	23	1	280	307
19	New Canaan				21	11	136	166
20	New Hartford	Sep-08			20	3	109	136
	Top 20 (of Total 166 Eligible Municipalities)	18 (of 101 Participating Municipalities)	14 (of 48 Qualifying Municipalities)	11 (of 55 Recipient Municipalities)	786 (of 1,475 Signups)	286 (of 1,023 Signups)	6,086 (of 24,145 Signups)	8,252 (of 31,300 total points)

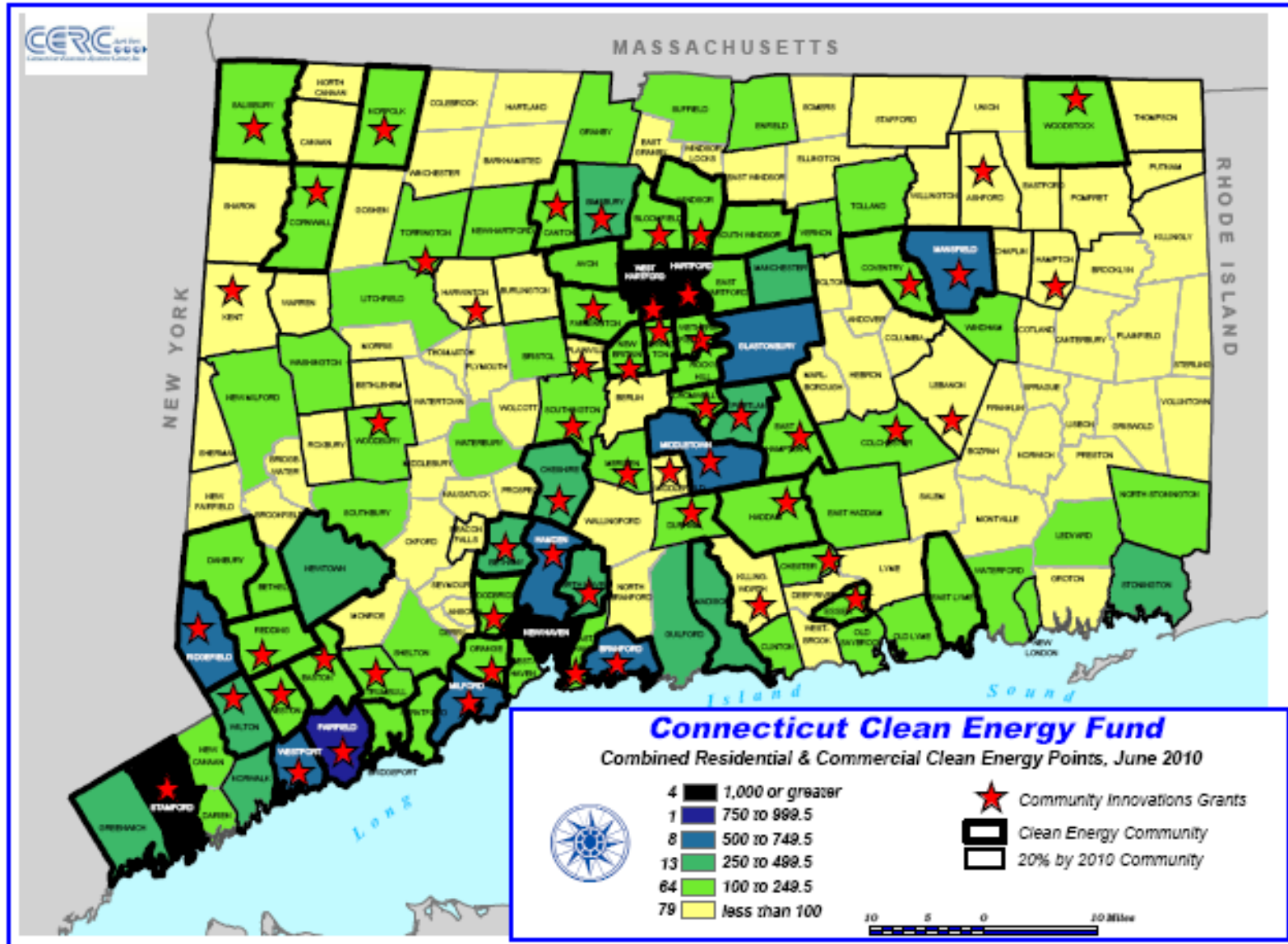
- During Q3 and Q4 2009, the average increase in signups for the top 20 municipalities was 39 whereas the average increase in signups for all other communities was five.
- The top 20 municipalities were responsible for 43% of the change in signups during Q3 and Q4 2009.
- Few of the municipalities that experienced the largest increase in signups during Q3 and Q4 2009 were able to sustain the high level of signup growth during Q1 and Q2 of 2010 as only six were also among the municipalities that experienced the largest increase in signups during Q1 and Q2.
 - Most of the 20 municipalities that experienced the largest increase in signups during Q3 and Q4 2009 experienced moderate increases in signups during Q1 and Q2 2010; as a group, they averaged an increase of 14 signups and were responsible for 28% of the signup change during Q1 and Q2 2010.

- Nearly all (18) of the 20 municipalities that experienced the largest increase in signups during Q3 and Q4 2009 are CCEC pledge communities.
- The 20 municipalities that experienced the largest increase in signups during Q3 and Q4 2009 had an average of 445 signups and 634 points whereas the remaining communities had an average of 102 signups and 125 points.

Maps of Combined Residential and Commercial Clean Energy Signup Points by Municipality

Municipalities with the largest number of points continue to be concentrated along the southwestern Connecticut corridor and in the greater Hartford region (Figure 8).

Figure 8: Map of Combined Residential and Commercial Clean Energy Signup Points by Municipality, Q2 2010



1.3 Household Penetration Indicators—Cumulative (Q2 2010)

1.3.1 Top 20 Connecticut Municipalities in Household Penetration

Table 1-7: Top 20 Connecticut Municipalities in Household Penetration

Rank	Municipality	Clean Energy Community Pledge	Connecticut Clean Energy Community Qualifier	Community Innovations Grant Awarded	Residential Signup Points	Households	Household Penetration
1	Cornwall	Feb-07	Jan-08	Sep-07	211	621	34.0%
2	Canaan	May-09			56	309	18.1%
3	Bethany	Aug-05	Nov-06	Aug-06	297	1,896	15.7%
4	Norfolk	Aug-06	Jan-07	Sep-06	101	651	15.5%
5	Chester	May-06		Nov-06	137	1,484	9.2%
6	Salisbury	Dec-06	Sep-08	Feb-07	142	1,729	8.2%
7	Mansfield	Jul-05	Feb-06	Sep-06	428	5,559	7.7%
8	Easton	Apr-06	Apr-08	Jun-07	187	2,448	7.6%
9	Portland	Nov-04	Jun-06	Jun-06	269	3,615	7.4%
10	Lyme				61	832	7.3%
11	Washington	Aug-07			94	1,389	6.8%
12	Ridgefield	Feb-07	Aug-07	Sep-07	514	8,157	6.3%
13	Hampton	Mar-10		Mar-10	42	699	6.0%
14	Essex	Feb-06	Jun-07	Oct-06	164	2,795	5.9%
15	Weston	May-07	Nov-07	May-09	184	3,203	5.7%
16	Madison	Jul-07	Sep-07		377	6,670	5.7%
17	Woodbridge	Sep-05	Dec-07	Feb-07	166	3,061	5.4%
18	Westport	Mar-05	Jan-07	Dec-06	487	9,230	5.3%
19	Redding	Jun-07	Nov-07	Apr-09	168	3,204	5.2%
20	Canton	Apr-05	Nov-06	Feb-07	199	3,807	5.2%
	Top 20 (of Total 166 Eligible Municipalities)	19 (of 101 Participating Municipalities)	15 (of 48 Qualifying Municipalities)	16 (of 55 Recipient Municipalities)	4,284 (of 23,805 Total Res. Signup Points)	61,359 (of 1,311,307 Total Households)	

- The top municipality in household penetration at the end of Q2 2010 is Cornwall (34.0%), followed by Canaan (18.1%) and Bethany (15.7%).
- Twenty municipalities have household penetration rates of 5% or higher at the end of Q2 2010, representing no change from Q4 2009.
- Thirty-one municipalities have household penetration rates of 4.0% or higher, representing an increase of one municipality from Q4 2009.
- Norfolk experienced the largest increase in household penetration during Q1 and Q2 2010, an increase of 2.0% (from 13.5% to 15.5% household penetration rate), followed by Cornwall and Chester with household penetration rate increases of 1.8% and 1.8%, respectively.
- The top 20 municipalities include 19 of 101 twenty percent by 2010 Campaign participants, 15 of 48 qualifying Connecticut Clean Energy Communities and 16 of 55 municipalities that have received Community Innovation Grants.
- The top 20 municipalities in household penetration tend to be smaller communities, with an average of 3,068 households, compared to the top 20 municipalities in signup points, with an average of 18,873 households.
- While the top 20 municipalities in household penetration represent 19% of residential signup points they only account for 5% of eligible Connecticut households.
- There were no changes in the top 20 municipalities in household penetration from the fourth quarter of 2009 to the second quarter of 2010.

1.3.2 Connecticut Clean Energy Communities, Household Penetration

Table 1-8: Average Household Penetration for Connecticut Clean Energy Communities versus Nonparticipants

	Number of Municipalities (Percent of Total)	Residential Signups (% of Total)	Average Municipal Household Penetration	Household Participation Rate²⁰	Total Households (Percent of Total)
Clean Energy Communities (CCEC)	48 (29%)	14,923 (63%)	4.6%	2.4%	618,111 (47%)
CCEC pledge (but not CCEC qualified)	53 (32%)	5,281 (22%)	2.9%	1.6%	329,981 (25%)
Nonparticipants	65 (39%)	3,601 (15%)	1.4%	1.0%	363,215 (28%)
Totals	166 (100%)	23,805 (100%)	2.8%	18%	1,311,307 (100%)

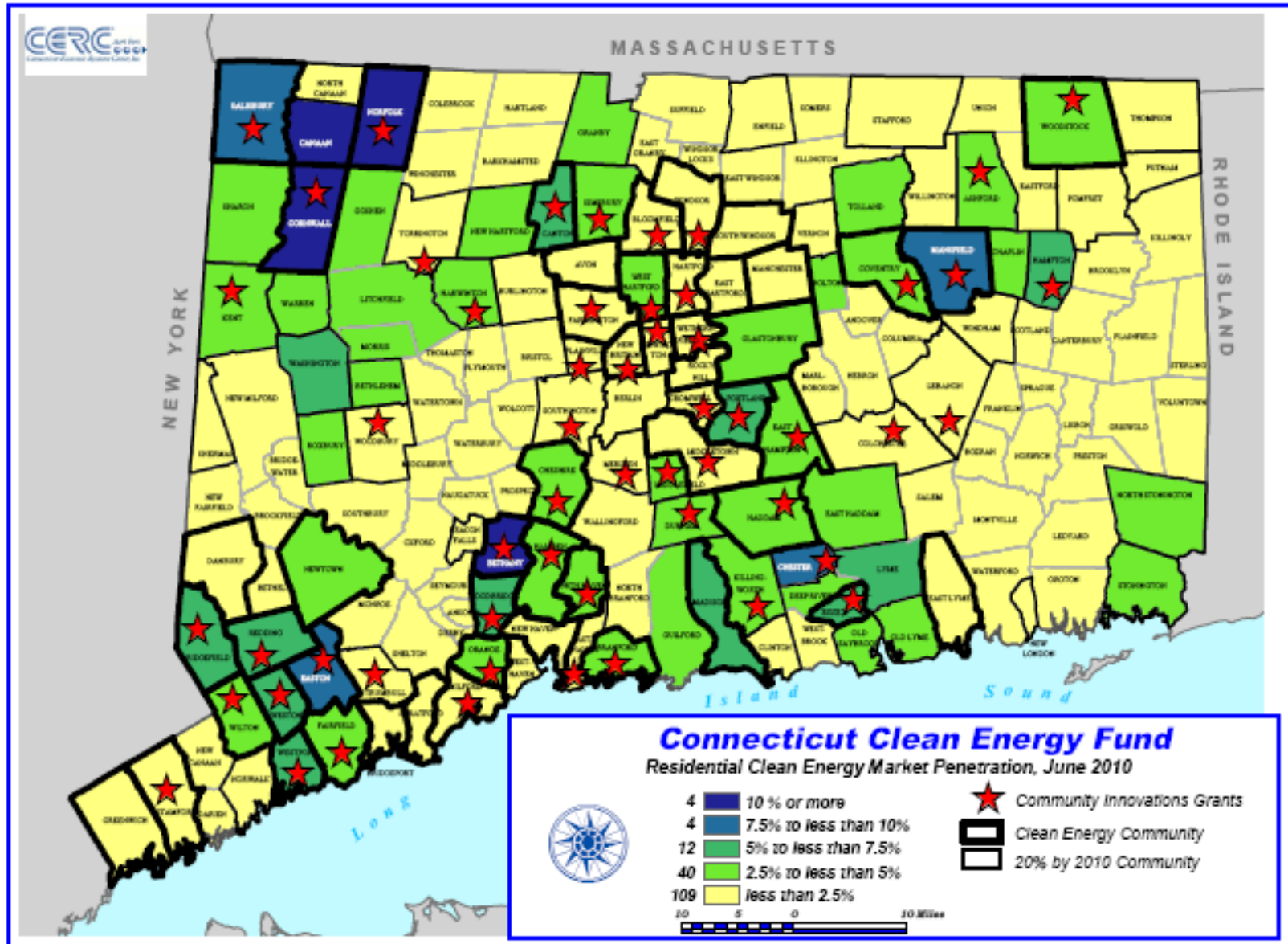
- As of June 30, 2010, 48 Connecticut Clean Energy Communities (CCECs) have an average household penetration rate of 4.6%, while CCEC pledge communities that have not qualified as CCECs have an average household penetration rate of 2.9% and nonparticipating communities have an average participation rate of 1.4%.
- Overall, 2.4% of all households in CCECs are enrolled in the CCEO program while 1.6% of all households in CCEC pledge communities that have not qualified as CCECs and 1.0% of all households in nonparticipating communities are enrolled in the CCEO program.
- Statewide, 1.8% of households are enrolled in the CCEO program
- The ratio of overall household participation rates of CCECs to nonparticipating communities is 2.2:1.

²⁰ The household participation rate calculates the percentage of all households in a given group of communities that are enrolled in the CCEO (i.e., xx participants / xx # of households) whereas the average municipal household participants

1.3.3 Maps of Residential Penetration by Municipality

Municipalities with highest rates of household participation in the CCEO program continue to be concentrated in smaller communities found in northwestern Connecticut, in southwestern and south central Connecticut, and in parts of northeastern Connecticut (Figure 9).

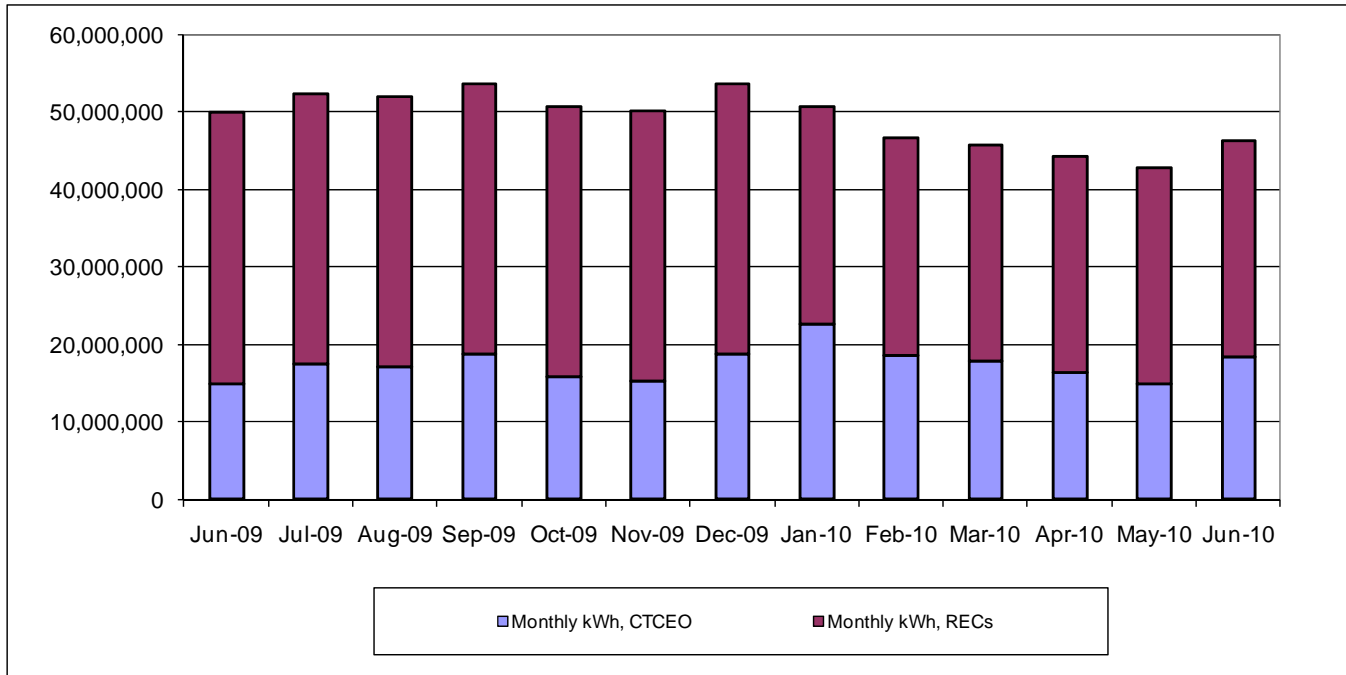
Figure 9: Map of Residential Penetration by Municipality, Q2 2010



1.4 Energy Consumption Indicators

1.4.1 Monthly kWh Consumption

Figure 10: Monthly kWh Consumption of CCEO Customers and RECs Purchases ²¹



- From January 1, 2010 to June 30, 2010, the estimated average monthly kWh consumption was 46,050,771 kWh.
 - Of the 46,050,771 kWh, 18,041,257 kWh are attributable to enrollments to the CCEO, while the remaining 28,009,514 kWh are attributable to bilateral RECs purchases made by municipalities, the state of Connecticut, universities and businesses based in Connecticut.
 - During the first quarter of 2010, the average monthly kWh consumption was 47,629,710 kWh. This represents a 3,866,574 kWh decrease from Q4 2009. The decline is largely attributable to a decrease in the amount of RECs purchased in 2010 compared to 2009.²²
 - There was an increase of 3,034,039 kWh in the average monthly kWh consumption attributable to CCEO enrollments. There was a similar seasonal increase in CCEO consumption from Q4 2008 to Q1 2009; the increase is likely due to seasonal patterns in energy use (i.e., higher electricity usage in the winter months of Q1 due to fewer hours of daylight).

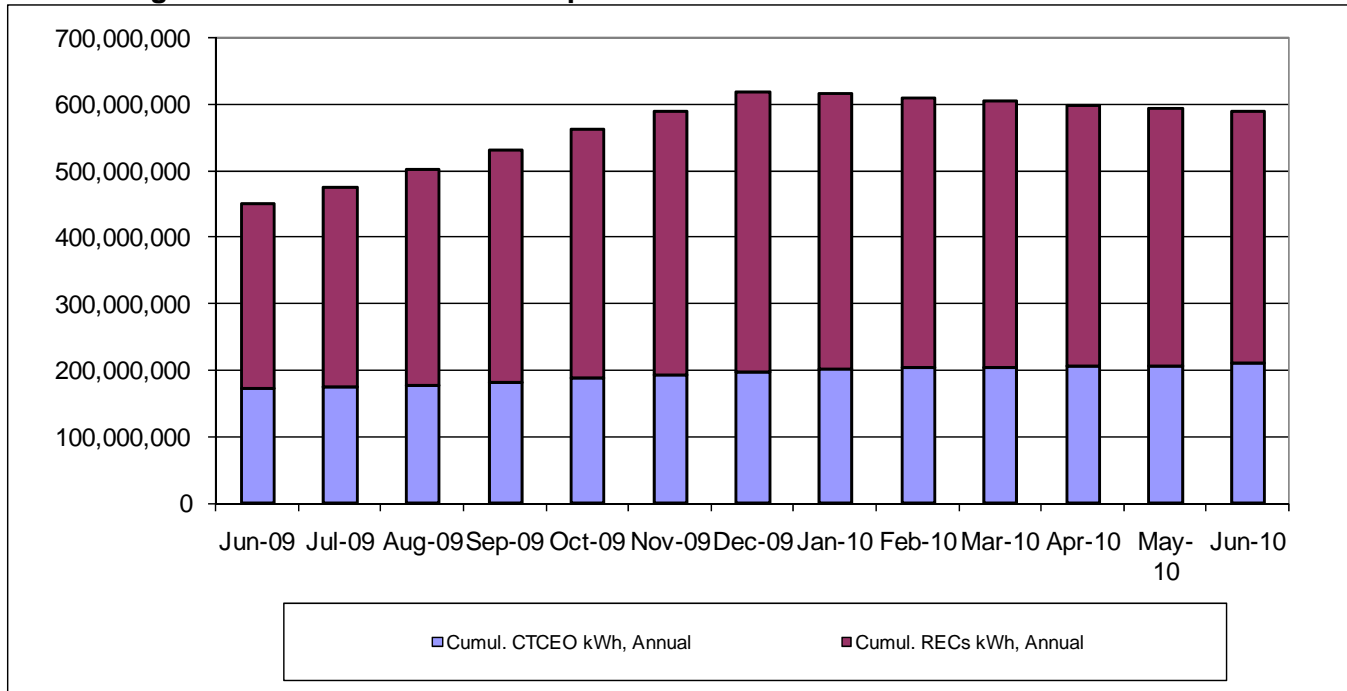
²¹ Monthly kWh consumption includes gross kWh consumption from the CCEO and gross bilateral RECs purchases, but excludes RECs from on-site distributed generation (DG). Gross bilateral RECs data for 2010 include data provided by the Sterling Planet and Community Energy, RECs reported by the EPA Green Power Partnership website (<http://www.epa.gov/grnpower/>), contracts of municipal REC purchases by CCEF and municipal REC purchases verified by CCEF. Gross bilateral RECs data were provided as total annual MWh. For this report, it was assumed that gross bilateral RECs were consumed in equal monthly installments. For example, a purchase of 120 MWh of RECs is estimated to equal 10 MWh per month.

²² The decline in RECs could also be due to unreported RECs purchases. Several RECs suppliers that provided data for the 2009 annual report did not provide data for the 2010 mid-year report.

- Average monthly kWh consumption attributable to CCEO enrollments in Q1 2010 was 2,513,785 kWh higher than Q1 2009.
- During the second quarter of 2010, the average monthly kWh consumption was 44,471,831 kWh. This represents a 3,157,879 kWh decrease from Q1. There was a similar seasonal decrease from Q1 to Q2 2009; the decrease is likely due to seasonal patterns in energy use (i.e., higher electricity usage in the winter months of Q1 due to fewer hours of daylight).
 - Average monthly kWh consumption attributable to CCEO enrollments in Q2 2010 was 3,590,178 kWh higher than Q2 2009.

1.4.2 Total Annual kWh Consumption²³

Figure 11: Annual kWh Consumption of CCEO Customers and RECs Purchases



- During the first two quarters of 2010, cumulative estimated kWh consumption was 276,304,624 kWh, equal to 53% of the goal of achieving a 3% voluntary clean energy market by the end of 2010.
 - Of the 276,304,624 kWh of cumulative mid-year kWh consumption, 108,247,543 kWh are attributed to enrollments to the CCEO while the remaining 168,057,082 kWh are attributed to bilateral RECs purchases made by municipalities, the state of Connecticut universities and businesses based in Connecticut.
 - Cumulative mid-year kWh consumption of 276,304,624 kWh represents a decrease of 36,034,075 kWh from Q1 and Q2 of 2009 (a 12% decrease). The decrease that is attributable to a decrease in the amount of RECs purchased in 2010 compared to 2009.
 - There was an increase of 5,369,602 kWh attributable to CCEO enrollments in Q1 and Q2 2010 compared to Q3 and Q4 2009 and an increase of 13,639,749 kWh compared to Q1 and Q2 of 2009.
- Cumulative annual kWh consumption through June 30, 2010 was 588,643,323 kWh.
- During the first quarter of 2010, the cumulative quarterly kWh consumption was 142,889,131 kWh.
- During the second quarter of 2010, the cumulative quarterly kWh consumption was 133,415,493 kWh.

²³ Cumulative kWh consumption includes gross kWh consumption from the CCEO and gross bilateral RECs purchases, but excludes RECs from on-site distributed generation (DG). Gross bilateral RECs data for 2010 include data provided by the Sterling Planet and Community Energy, RECs reported by the EPA Green Power Partnership website (<http://www.epa.gov/grnpower/>), contracts of municipal REC purchases by CCEF and municipal REC purchases verified by CCEF. Gross bilateral RECs data were provided as total annual MWh. For this report, it was assumed that gross bilateral RECs were consumed in equal monthly installments. For example, a purchase of 120 MWh of RECs is estimated to equal 10 MWh per month.

1.5 Environmental Benefits Indicators^{24, 25}

Table 1-9: Projected Potential Annual Emissions Reductions²⁶

Emissions	Unit	Emission Factors	Emissions Reductions	
CO ₂	lbs/MWh	693.074	95,750	tons CO ₂
Carbon Equivalent	MTCE/MWh	0.086	23,690	MTCE

- The estimated mid-year reduction of CO₂ attributable to the mid-year total of 276,304,624 kWh is 95,750 tons of CO₂ and 23,690 MTCE.

Table 1-10: Projected Potential Annual Conventional Fuel Avoided²⁷

Fuel / Source	NEPOOL Mix (%)	Annual MWh Avoided (MWh)	Annual Avoided Primary Heat Generation (mmBTU) ²⁸	Consumption Avoided	
Coal	10.37%	21,261	214,890	13,790	tons coal
Oil	0.77%	1,589	16,058	3,731	barrels oil
Natural Gas	36.10%	74,023	748,154	1,039,427	mcf gas
Raw Uranium Ore (Nuclear) ²⁹	31.04%	63,636		1,461,934	lbs U ore

- In terms of conventional fuel, the 276,304,624 kWh are equivalent to 13,790 tons of coal, 3,731 barrels of oil, 1,039,427 mcf of natural gas and 1,461,934 pounds of Uranium ore.

²⁴ Environmental benefits are based on annual kWh consumption of 276,304,624 kWh. In addition, analysis assumes equivalent generation from only non-polluting renewable sources - e.g. solar, wind, hydro. Does not include fuel cell, land fill gas or other sources that generate emissions.

²⁵ Environmental benefits calculations assume that the 276,304,624 kWh of electricity would have been generated in the NEPOOL territory in the absence of the CTCleanEnergyOptions Program.

²⁶ Average emission factors for NEPOOL region wide residual mix from 2nd Quarter 2009 to 1st Quarter 2010. Source: <https://www.nepoolgis.com/myModule/rpt/myrpt.asp?r=112>

²⁷ Sources: (a) Average NEPOOL region wide residual mix from 2nd Quarter 2009 to 1st Quarter 2010, (b) EPA's Unit Conversions, Emissions Factors, and Other Reference Data Report (Nov 2004) - <http://www.epa.gov/appdstar/pdf/brochure.pdf> [EPA Nov 2004]

²⁸ BTU/kWh conversion of 10,107 BTU/kWh used - approximately 34% plant efficiency. Source [EPA Nov 2004]

²⁹ Source: <http://www.uic.com.au/wast.htm>. Assumes 50,000 tonnes/yr of uranium ore to support a 1,000 MW light water nuclear plant. Assuming 75% capacity factor gives 6,570,000 MWh/yr.

Table 1-11: Projected Potential Annual Fossil Fuel Consumption Equivalents ^{30,31}

	Consumption Equivalents	
Cars	18,801	Cars
Number of tree seedlings grown for 10 years (Sequestration)	2,227,253	Tree seedlings grown for 10 years

- Annual kWh are equivalent to removing 18,801 cars from the road for a year or 2,227,253 tree seedlings grown for 10 years.

³⁰ Assumes CO2 emission of 4.62 metric tons/yr for an average passenger vehicle. Source: U.S. Climate Technology Cooperation Gateway, <http://www.usctcgateway.net/tool/>

³¹ Assumes that for each tree seedling planted, 0.039 metric tons of CO2 will be sequestered. Source: U.S. Climate Technology Cooperation Gateway, <http://www.usctcgateway.net/tool/>

1.6 Community Innovation Grants Reports

Communities that have committed to Clean Energy Communities program and the EPA Community Energy Challenge are eligible to receive a Community Innovation Grant. The grants are used to support local clean energy awareness and education projects. Participating communities are eligible for a \$4,000 grant while towns that have already received a grant are eligible for a \$2,000 grant. Through June 2010, one community, Bethany, has received a second grant while all other grant recipients have received a single grant.

When applying for the Community Innovations Grant Program (CIGP) grant, applicants must identify the primary goals of the project, which include raising community awareness, educating school students, and increasing sign-ups to the Clean Energy Options program. CIGP recipients are required to submit biannual reports which summarize grant-supported activities from the previous six months, including a description of the activities or events, costs of the supported activities, signups generated by the activities and media coverage of the activities. CIGP recipients are asked to include copies of any media coverage that has been generated.

NMR reviewed CIGP reports submitted for activities that took place from January through June 2010. Overall, a total of 30 CIGP reports from 25 municipalities were submitted. As in previous CIGP report reviews, CIGP recipients have engaged in a wide variety of activities that include substantial amounts of volunteer time from recipients. Some activities have focused on raising signups to the CCEO program, while others have had more of an educational and public awareness focus.

In terms of project goals, 15 of the 30 reports indicated that raising community awareness was a primary goal, followed by increasing signups (14 reports) and educating students (ten reports). In addition, a number of reports listed other goals, including, increasing recycling (two reports), funding activities related to installing clean energy systems in the town (two reports), partnering with other groups and projects (two reports), joining the US Environmental Protection Agency's (EPA) Community Energy Challenge (CEC) (one report) and retrofitting town buildings (one report). Thirteen of the 30 reports documented press coverage of CIGP supported activities, including coverage in The North Haven Citizen, Lebanon Life, The Farmington Town Letter, Essex Events, Norwich Bulletin, Acorn Press, Wilton Magazine, The Ashford Citizen, and The Easton Courier.

Seven CIGP recipients reported gaining a total of 152 signups generated by CIGP supported activities, while two groups indicated they had gained signups but did not indicate the quantity of signups. Signups were often associated with hosting an information table at a variety of different events at town-wide locations, organizing informational events such as seminars and workshops, holding events such as celebrations and green festivals, giving away prizes as incentives with signups (such as CFLs and reusable bags), and reaching out to students and their parents in grades K through 12.

It appears that some of the more successful activities associated with increasing awareness and education included offering free home energy audits, publishing information in town newsletters and newspapers, organizing informational events, outreach and education in school, signup and raffle prizes, and hosting an information table at different events. When CIGP recipients used hosting an information table as a means of gaining signups, the most successful organizations appear to be the ones who hosted

an information table not only at environmentally focused events, but also at a variety of different events and locations in order to reach a broader audience which might not otherwise connect with energy issues. A number of groups invested portions of their grants in printing and mailing informational newsletters and sign-up sheets to the entire town. The groups that incorporated this activity in connection with a number of different activities within the town had higher rates of success for increasing awareness and signups than groups that focused primarily on the mailing activity. Further, groups that incorporated students in active roles in their projects such as with school-wide educational activities and encouraging signups from their families and community members have been successful at increasing both awareness and signups. Task forces may want to consider inviting high school students to join the task force, as they seem enthusiastic about environmental issues and successful at connecting with community members.

Five reports indicated that CIGP recipients used other funds to leverage their CIGP grant or used the CIGP grant to leverage other funds. For example, Easton received an unspecified amount from United Illuminating (UI) to provide home energy audits free of charge to homeowners. Essex is using private funding to support the group's website and has received other funding from CCEF for solar panels on school building in their region. Lebanon received a Small Wind Demonstration Project from CCEF and used part of its grant to help the city school board fund some unexpected installation costs. Litchfield is receiving a CIGP grant "At-Large" and is combining the grant with funding from the New England Grassroots Environment Fund as well as Connecticut Light and Power. Wilton used its grant along with a number of "gifts" (possibly private donations) to help fund its "Go Green Festival." The overall success of these groups in increasing signups and awareness indicates that leveraging CIGP funding with other funding has the potential to increase the size and success of projects.

The review of CIGP reports also found that six municipalities had not finished their projects between January and June 2010 while 11 others had not conducted any CIGP related activities during that time. One of the groups reported that all funds had been expended before this reporting period.

Finally, a number of CIGP reports were either incomplete or provided minimal amounts of information about the CIGP supported activities.

Recommendations

CCEF should consider the following changes to the reporting elements of the Community Innovations Grants Program:

- **Reporting requirements:**
 - Stress to the current CIGP recipients the importance completely filling out the reports, even if there are few activities to report.
 - NMR also recommends asking each CIGP recipient to submit grant applications and grant reports from any micro grants it has disbursed to other groups during the reporting period.
- **Reporting template:**

- NMR recommends updating the CIGP reporting template to include a field for media source (in addition to the number of media stories) as not all CIGP reports included media sources.

2 Media Analysis

2.1 Connecticut Clean Energy Fund News

February:

- February 3: The Connecticut Clean Energy Fund (CCEF) announces that the town of Bethlehem has joined the Connecticut Clean Energy Communities Program by committing to a goal of purchasing at least 20 percent of its electricity for municipal facilities from clean, renewable energy sources.
- February 8: CCEF announces that the town of Roxbury has joined the Connecticut Clean Energy Communities Program by committing to a goal of purchasing at least 20 percent of its electricity for municipal facilities from clean, renewable energy sources.
- February 18: CCEF announces that the town of Killingworth has joined the Connecticut Clean Energy Communities Program by committing to a goal of purchasing at least 20 percent of its electricity for municipal facilities from clean, renewable energy sources.

March:

- March 25: CCEF announces that it awarded Wesleyan University's Project to Increase Mastery of Mathematics and Science (PIMMS) a contract to design and administer professional development workshops for science teachers throughout the state under CCEF's Learning for Clean Energy Innovation (LCEI) program.

April:

- April 15: CCEF announces that the town of Hampton has joined the Connecticut Clean Energy Communities Program by committing to a goal of purchasing at least 20 percent of its electricity for municipal facilities from clean, renewable energy sources.
- April 20: A dedication ceremony was held at Cornwall Consolidated School in West Cornwall, to celebrate the installation of a 9-kilowatt solar photovoltaic (PV) system earned by the town of Cornwall and installed at the school.
- April 28: A dedication ceremony was held at Samuel Staples Elementary School in Easton to celebrate the installation of a 5-kilowatt solar photovoltaic (PV) system earned by the town of Easton and installed at the school.

May:

- May 5: CCEF announces that the town of Stafford has joined the Connecticut Clean Energy Communities Program by committing to a goal of purchasing at least 20 percent of its electricity for municipal facilities from clean, renewable energy sources.
- May 18: The State of Connecticut Department of Public Utility Control (DPUC) and CCEF announces that the CTCleanEnergyOptions program has placed in the "Top 10" in the National Renewable Energy Laboratory's (NREL's) annual assessment of leading green power programs.

June:

- June 2: A dedication ceremony was held at Redding Elementary School in Redding to celebrate the installation of a 3-kilowatt solar photovoltaic (PV) system earned by the town of Redding and installed at the school.
- June 10: CCEF announces that solar photovoltaic (PV) systems are completed and successfully operating at the Fleet Management Facility and the 1011 High Ridge Road office building in Stamford and the Stop & Shop Supermarket in Fairfield.
- June 17: CCEF, on behalf of a consortium of 14 Connecticut communities and nine project partners, announces that the “Neighbor to Neighbor Energy Challenge” won a \$4.17 million grant from the U.S. Department of Energy (DOE).
- June 22: CCEF announces that solar photovoltaic (PV) systems are completed and successfully operating at Aetna Life and Casualty in Hartford, Bristow Middle School in West Hartford, Florian Properties LLC in Southington, Pith Products in Ashford, and Walgreens Distribution Center in Windsor.
- June 23: A dedication ceremony was held at Manchester High School in Manchester to celebrate the installation of a 3-kilowatt solar photovoltaic (PV) system earned by the Town of Manchester and installed at the school.
- June 28: CCEF announces that solar photovoltaic (PV) systems are completed and successfully operating at Massey’s Plate Glass & Aluminum Inc. and Pat Munger Construction Company Inc., both located at 750 East Main Street, Branford.

2.2 Summary of Media Coverage

Beginning in Q3 2009, media coverage of CCEF and associated programs under Program Goal Three were tracked through “Google Alerts.” Google Alerts are daily email updates of the latest relevant Google search results (web, news, blogs, etc.) based on a query or topic.³² The data contained in this report is comparable to Q3 and Q4 2009, as the data collection techniques and article coding methods remained the same.

Article volume in Q1 and Q2 2010 rose as compared to Q3 and Q4 2009. Google Alerts provided 345 articles between Q1 and Q2 2010, which is a 73% increase compared to Q3 and Q4 2009. In addition, article volume rose between the first two quarters of 2010, and article volume has increased each quarter over the past year. Article volume in Q2 2010 was nearly triple the article volume from Q3 2009. The rise in article volume in Q1 and Q2 2010 may partially be attributed to increased coverage of renewable energy projects associated with the American Recovery and Reinvestment Act, and to Governor Rell’s proposed cuts to the CCEF program to balance the Connecticut budget.

Supply side articles continued to be the most commonly covered program goal during Q1 and Q2 2010, which continues a trend seen in Q3 and Q4 2009. Supply Side articles accounted for 39% of all program goal mentions in Q1 and Q2 2010 and increased by 57% as compared to Q3 and Q4 2009. Market Development articles saw an increase of 130% from Q3 and Q4 2009. Negative coverage was minimal in Q1 2010, with only one article focusing on the requirement that customers use CCEF approved installers for the Residential Solar PV Rebate Program. The connection between CCEF programs and CCEF messaging has grown dramatically over the past year. In Q3 and Q4 2009, 71% of articles that mentioned at least one program goal contained program messaging. In Q1 and Q2 2010, all of the articles that mentioned at least one program goal contained program messaging.

In Q3 and Q4 2009, 43% of articles had an environmental benefits message, 13% an energy security message, and 25% an economic development message.³³ In Q1 and Q2 2010, 77% of articles had an environmental benefits message, 41% had an energy security message, and 61% had an economic development message. This represents a 79%, 215%, and 144% increase, respectively, for each message. The large increases may be due to the increased coverage of supply side program goals. Supply side articles tend to mention program messaging more often than market development articles

³² Beginning in Q3 2009, search terms used to identify articles for the print media analysis are as follows: Connecticut Clean Energy Fund, Connecticut Clean Energy Communities, Connecticut Clean Energy Community, CT Clean Energy Community, Connecticut Clean Energy Options, CT Clean Energy Options, 20% by 2010 Campaign, EPA Community Energy Challenge, Clean Energy Community Clean Energy Options, Connecticut Clean Energy..

³³ Program goal analysis was based on the Connecticut Clean Energy Fund’s (CCEF) program goals, articulated in CCEF’s Strategic Focus <http://www.ctcleanenergy.com/about/documents/StrategicFocus2004-2007.pdf>. **Supply Side articles** address program goal 1. These are articles that focus on CCEF sponsored projects created to generate electricity. Examples include fuel cell, PV system and biomass projects supported by Project 100, the On-site Renewable DG Program and Pre-Development Projects. In addition, articles that mention the residential PV rebate program are considered Supply Side articles. **Market Development articles** address program goal 3. These are articles that focus on the Connecticut Clean Energy Option Program (CTCEO). Any article that mentions the CTEO, or Connecticut Clean Energy Communities is considered a Market Development article. In addition, articles that mention solar PV systems provided by CCEF to communities for meeting signup goals are labeled as Market Development. **General** articles are articles that include calendar events, a specific function, or an activity sponsored by CCEF or Connecticut Innovations. **Negative** articles are articles that mention investigations into CCEF or Connecticut Innovations programs as well as negative editorials.

because of the nature of the projects. For example, an article discussing the installation of a PV system will often mention at least one program message. An article mentioning a market development program, such as the Clean Energy Communities program, may only mention a particular town joining or mention a meeting to discuss the program without describing program messaging.

Overall, messaging increased from 80% of articles during Q3 and Q4 of 2009 to 96% of articles during Q1 and Q2 2010. The increase of articles containing messaging over the past four quarters may partially be due to the revised article collection methods. By tailoring the Google Alert search terms, it is possible to capture more articles that focus on CCEF program goals and messaging.³⁴

Finally, the number of mentions of program websites in articles increased, with 52 mentions in Q1 and Q2 2010 compared to 46 mentions in Q3 and Q4 2009.³⁵

³⁴ Throughout Q3 and Q4 2009 several search terms or variations of search terms were added to the original list of search terms. For example, “Clean Energy Community” and “Clean Energy Options” were added to the search term list.

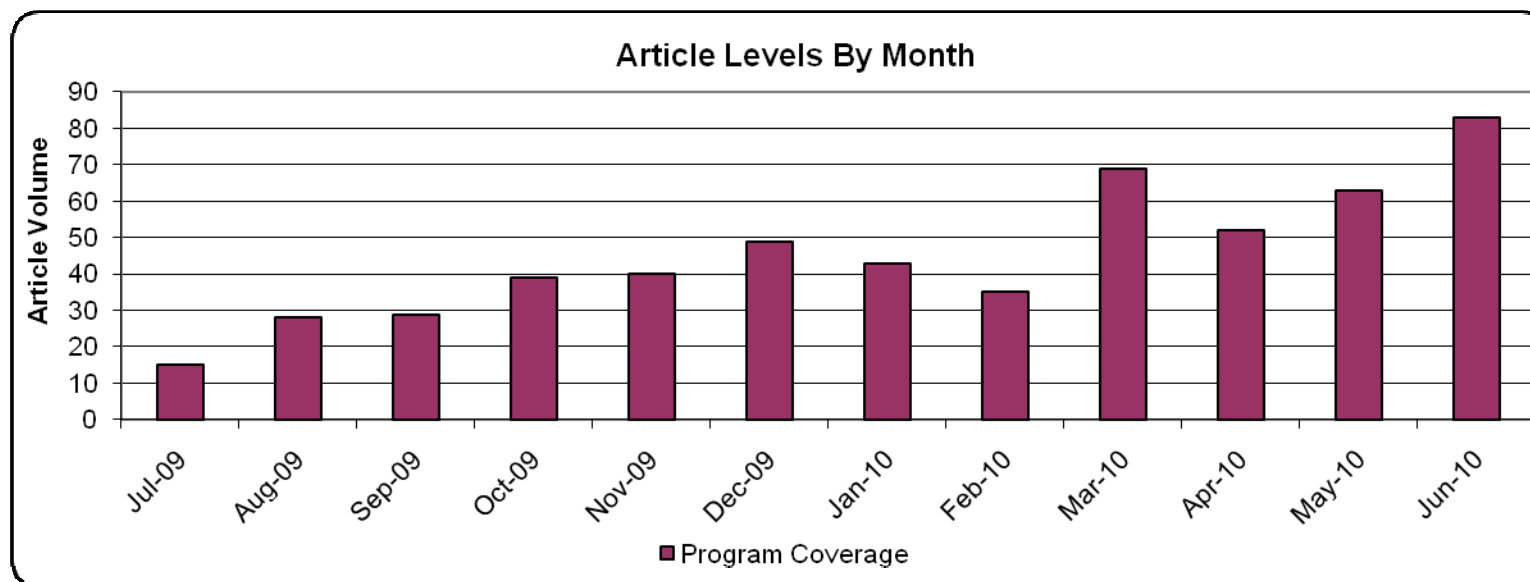
³⁵ However, because of the increase in articles during Q1 and Q2 2010, the percentage of articles that included a web site decreased from 26% in Q3 and Q4 2009 to 15% in Q1 and Q2 2010.

2.2.1 CCEF Major Events Summary (Current Quarter Activity Table)

Event Item	Date	Description	Location	CCEF Program(s)	Brief Summary
1.	January 19, 2010	Workshop	New Haven		CCEF collaborated with Yale University to provide the MegaWatts on Main Street speaker series.
2.	January 27, 2010	Workshop	Easton	CTCleanEnergy Options	CCEF sponsored workshop in a series to promote CTCleanEnergyOptions.
3.	March 4, 2010	Workshop	New Haven		CCEF collaborated with Yale University to provide the MegaWatts on Main Street speaker series.
4.	March 9, 2010	Fair	Hamden		CCEF was a category sponsor for Renewable/Alternative energy at the CT Science Fair.
5.	March 11, 2010	Ribbon Cutting	New Haven	Program Goal 1 (Installed Capacity)	CCEF provided funding for the largest wind turbine in CT at the Phoenix Press.
6.	March 11, 2010	Workshop	New Haven		CCEF collaborated with Yale University to provide the MegaWatts on Main Street speaker series.
7.	March 23, 2010	Workshop	New Haven		CCEF collaborated with Yale University to provide the MegaWatts on Main Street speaker series.
8.	March 25, 2010	Conference	Hartford		CCEF President participated in a panel discussion at the 17 th Annual Gallivan Conference.
9.	March 27, 2010	Fair	Westbrook		CCEF exhibited at the 4 th Annual Green Lifestyle Fair hosted by the Shoreline League of Democratic Women.
10.	April 10, 2010	Tour	New Hartford	Program Goal 1 (Installed Capacity)	CCEF co-sponsored a tour of an energy-efficient, solar powered home.
11.	April 14, 2010	Conference	Fairfield		CCEF Director of Energy Market Initiatives participated in a panel discussion for the Fairfield County Marketing Association.
12.	April 20, 2010	Ribbon Cutting	Cornwall	Clean Energy Communities	CCEF provided funding for a solar array for a local school.
13.	April 23, 2010	Conference	New Haven		CCEF President participated in a panel discussion for a two-day event at Yale University about deploying clean energy.

Event Item	Date	Description	Location	CCEF Program(s)	Brief Summary
14.	April 28, 2010	Ribbon Cutting	Easton	Clean Energy Communities	CCEF provided a 4kW solar array, installed at the Elementary School.
15.	May 3-6, 2010	Conference	Long Beach, CA		CCEF exhibited at the NHA Hydrogen Conference and Expo.
16.	May 8, 2010	Fair	Fairfield		CCEF exhibited at Fairfield's Earth Day Celebration.
17.	May 15, 2010	Tour	New Canaan		CCEF co-sponsored a tour of a LEED Platinum home.
18.	May 18, 2010	Conference	Berlin		CCEF Associate Director of Project Development participated in a panel discussion on Planning for Green Energy.
19.	May 26, 2010	Ribbon Cutting	Stamford	Program Goal 1 (Installed Capacity)	CCEF provided funding for installation of a 306.76 kW solar array installed at Stamford Twin Rinks.
20.	June 2, 2010	Ribbon Cutting	Redding	Clean Energy Communities	CCEF provided funding for a 3kW system at Redding Elementary.
21.	June 9, 2010	Conference	Hartford		CCEF representatives presented on enhancing green initiatives within businesses.
22.	June 16, 2010	Conference	Cromwell		CCEF President spoke at the REEBA Federal and State Renewable & Energy Efficiency Incentives Information Session.
23.	June 15-18, 2010	Workshop	Hartford	Learning for Clean Energy Innovation (LCEI)	CCEF sponsored workshops for professional development of educators.
24.	June 23, 2010	Ribbon Cutting	Manchester	Clean Energy Communities	CCEF provided a 3kW solar array at the Manchester High School.

2.2.2 Print Data: Earned/Free Media—Cumulative^{36, 37, 38}



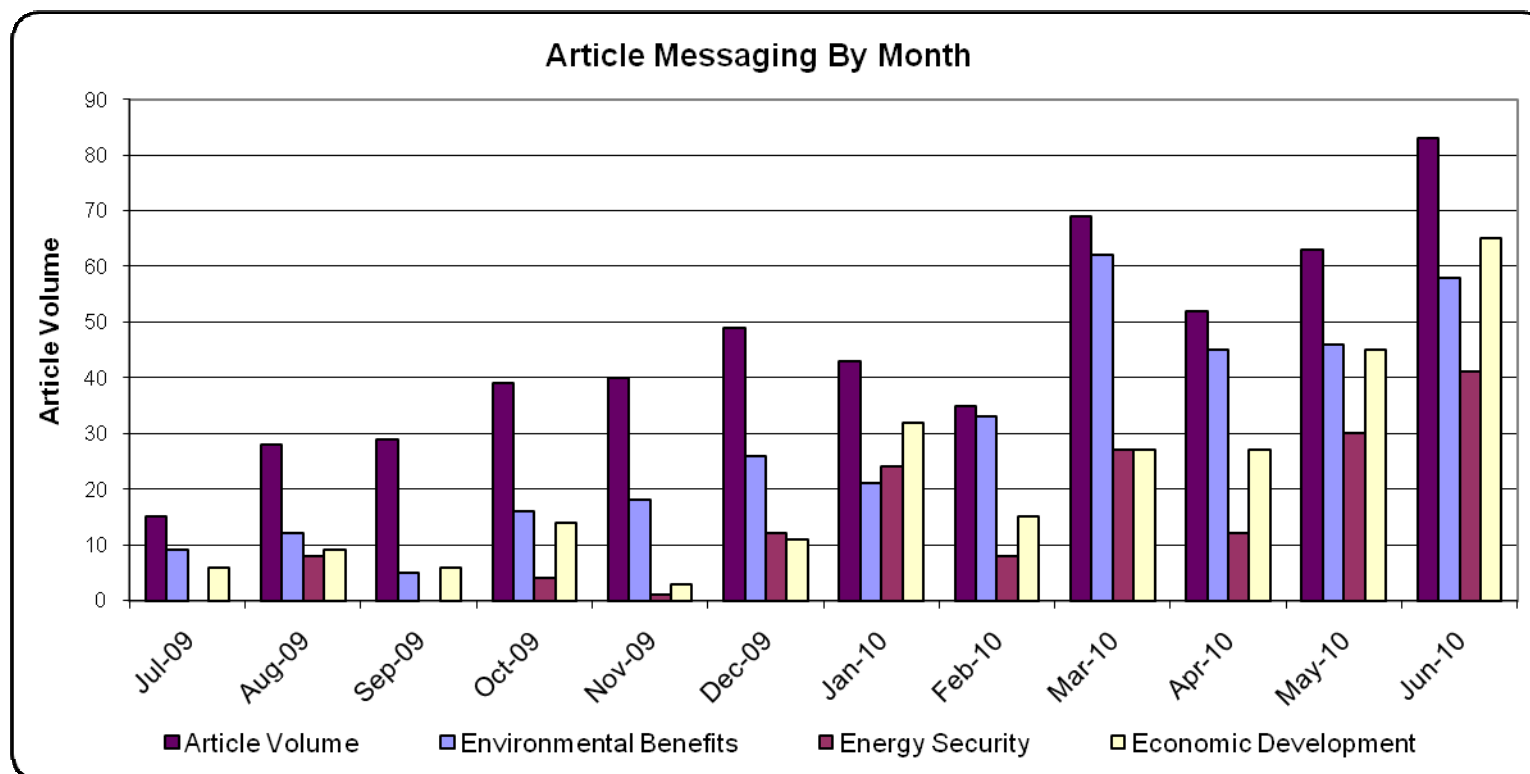
- Article volume rose between Q1 and Q2 2010, continuing the increase in article volume from Q3 and Q4 2009. Article volume has increased each quarter over the past 4 quarters and reached a peak in Q4 2010 with 198 articles.
- Article volume in Q1 and Q2 2010 increased 73% as compared to Q3 and Q4 2009. The increase in article volume may be attributed to several factors: the continued increase of Supply Side program goal coverage, the addition of several towns to the Clean Energy Options Program, activities celebrating Earth Day, and projects stemming from the American Recovery and Reinvestment Act (ARRA).

³⁶ Source: Yankee Clipper, Google Alerts

³⁷ Beginning in Q3 2009, search terms used to identify articles for the print media analysis transitioned from the following terms: alternative energy, renewable energy, clean energy, SmartPower, and 20% by 2010 to terms currently used: Connecticut Clean Energy Fund, Connecticut Clean Energy Communities, Connecticut Clean Energy Community, Connecticut Clean Energy Options, CT Clean Energy Options, 20% by 2010 Campaign, EPA Community Energy Challenge.

³⁸ Program Coverage articles directly mention CCEF, CT Clean Energy Communities, etc. and/or discuss long-term program outcomes such as purchases of clean energy, non-purchase commitments, etc.

2.2.3 Print Data: Earned/Free Media—Cumulative Messaging Analysis^{39,40,41, 42}



- In Q1 and Q2 2010, 77% of program specific articles mentioned Environmental Benefits, 41% mentioned Energy Security, and 61% mentioned Economic Development. The key messages are defined as: Clean energy provides environmental benefits; clean energy provides energy security; and clean energy provides economic development.
- Messaging appeared in 98% of articles in Q1 and Q2 2010. In Q1, five articles did not contain messaging and in Q2 only one article did not contain at least one message. This is substantially higher than Q3-Q4 2009, where messaging appeared in 80% of articles.

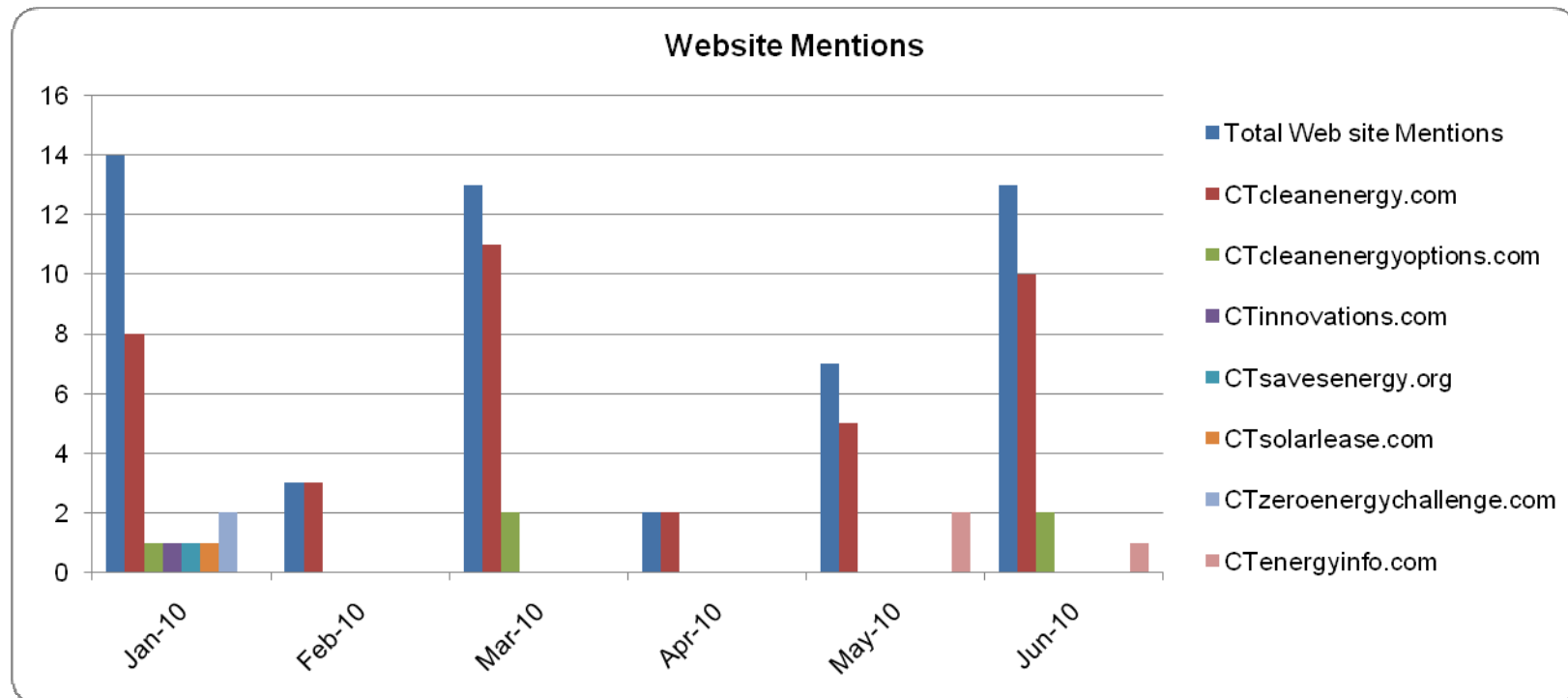
³⁹ Messaging analysis was modified as of Q2 2007. Working definitions of key messaging are as follows: Economic Development – the article links clean energy with economic development; Energy Security – the article links clean energy with energy security; Environmental Benefits – the article links clean energy with environmental benefits such as mitigating global warming and climate change.

⁴⁰ Individual articles can be coded for multiple key messages. For example, if an article links clean energy to both environmental benefits and energy security, it is coded as Environmental Benefits and Energy Security.

⁴¹ Source: Yankee Clipper (2007), Google Alerts (2009)

⁴² Article Volume in 2007 includes “General” articles that did not directly mention CCEF, but were coded for messaging.

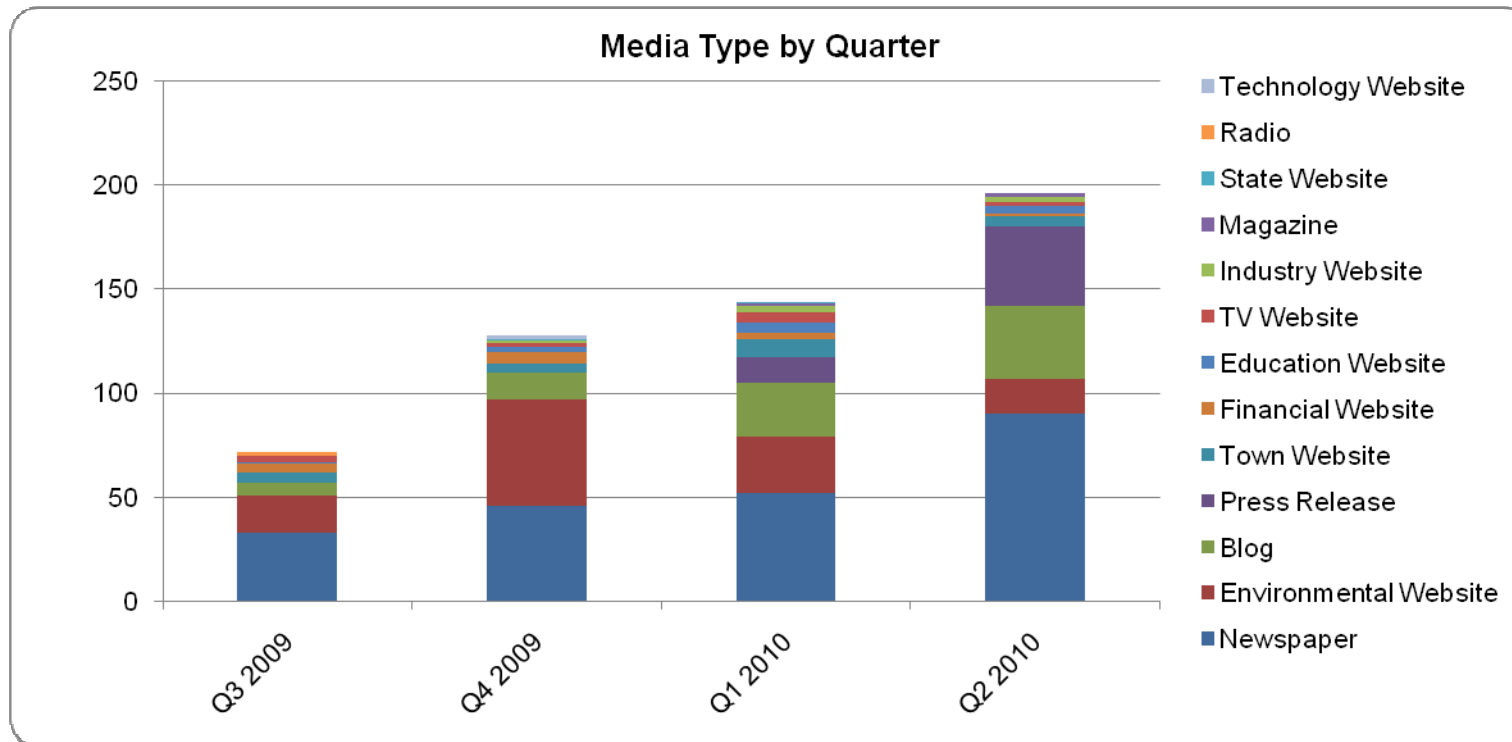
2.2.4 Print Data: Earned/Free Media—Web Site Mentions⁴³



- CCEF Web sites were mentioned 52 times in Q1 and Q2 2010, including five articles that mentioned two CCEF Web sites. This is a slight increase from Q3 and Q4 2009, which had 46 Web site mentions.
- In addition to Web site mentions, the analysis in Q1 and Q2 2010 tracked the specific Web site listed in the article. Web site mentions were split nearly evenly between the two quarters, with 30 mentions in Q1 2010 and 22 mentions in Q2 2010. The most often mentioned Website was the CCEF Home Web site (www.ctcleanenergy.com), which was mentioned 39 times in Q1 and Q2 2010. The 39 mentions account for 75% of all mentions in the first two quarters of 2010.

⁴³ CCEF Home Web site is www.ctcleanenergy.com. Market Development web sites include www.ctcleanenergy.com/communities, www.ctcleanenergy.com/yourcommunity, and www.ctcleanenergyoptions.com. Supply Side Web sites include www.ctcleanenergy.com/solarthermal and www.ctcleanenergy.com/innoflash/#/solar/how_voltaic. General Web sites include www.ctinnovations.com and www.CTEnergyInfo.com.

2.2.5 Print Data: Earned/Free Media – Program Articles by Media Type⁴⁴



In Q1 and Q2 2010, the most common sources of CCEF media coverage were newspapers, environmental websites, and blogs. This continues a trend seen in Q3 and Q4 2009.

⁴⁴ Definitions of Media type:

Newspaper: Websites for local or national newspapers.

State Website: Website owned and operated by the State of Connecticut

Environmental Website: Websites with a focus on energy and environmental news

Education Website: School Websites for colleges in Connecticut.

Town Website: Websites owned and maintained by individual towns in Connecticut.

Blog: Websites that act as news aggregators and do not focus on a particular sector.

Financial Website: Websites with a focus on the financial sector, including financing for clean energy projects.

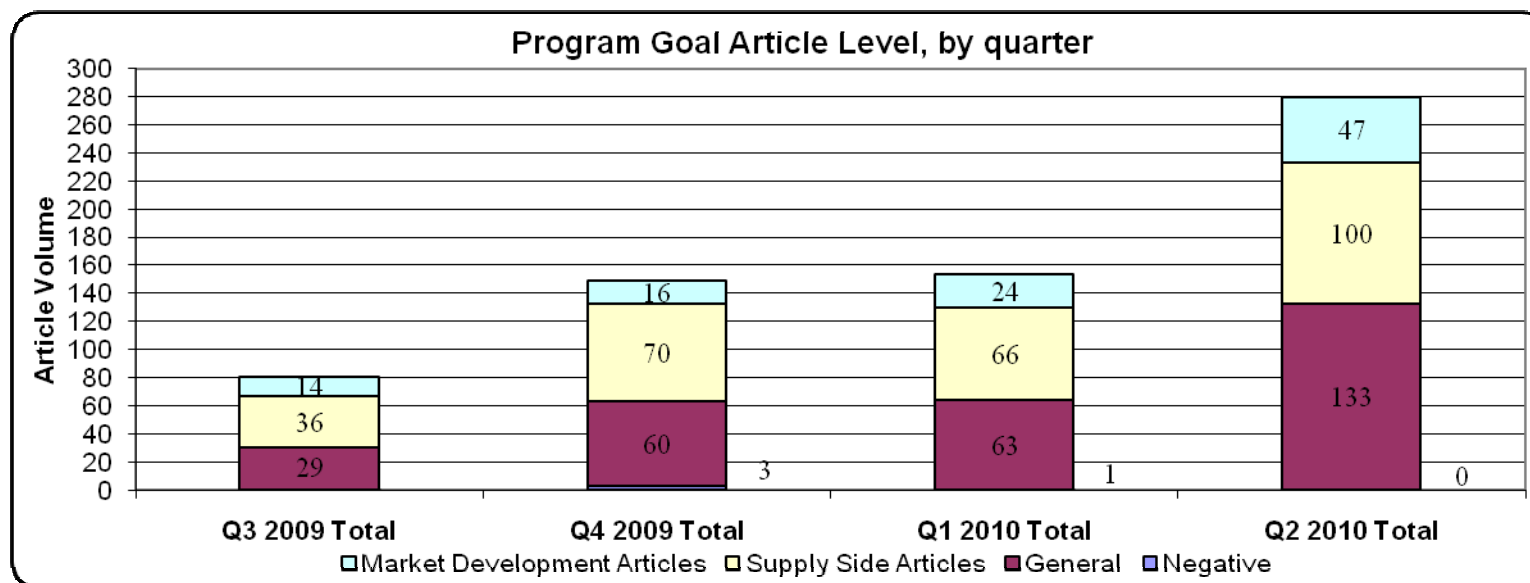
Magazine: Website for a local or national magazine.

Press Release: Statement from a corporate entity

TV Website: Websites for local or national TV stations.

Industry Website: Corporate Websites for companies in Connecticut.

2.2.6 Print Data: Earned/Free Media—Cumulative Program Goal Analysis^{45,46,47}



- In Q1 2010, 90 articles covered specific aspects of CCEF programming, including 15 articles that included coverage of two program goals. In Q2 2010, 147 articles covered specific aspects of CCEF programming, again including 15 articles that included coverage of two program goals.
- Supply Side articles continue to be the most commonly covered program goal in Q1 and Q2 2010. Since Q3 2009, Supply Side articles have represented 73% of articles mentioning specific CCEF programming.
- There was one negative article in Q1 and Q2 2010. This article focused on the requirement that customers use CCEF approved installers for the Residential Solar PV Rebate Program.

⁴⁵ Program goal analysis was based on the Connecticut Clean Energy Fund's (CCEF) program goals, articulated in CCEF's Strategic Focus <http://www.ctcleanenergy.com/about/documents/StrategicFocus2004-2007.pdf>. **Supply Side articles** address program goal 1. These are articles that focus on CCEF sponsored projects created to generate electricity. Examples include fuel cell, PV system and biomass projects supported by Project 100, the On-site Renewable DG Program and Pre-Development Projects. In addition, articles that mention the residential PV rebate program are considered Supply Side articles. **Market Development articles** address program goal 3. These are articles that focus on the Connecticut Clean Energy Option Program (CTCEO). Any article that mentions the CTEO, or Connecticut Clean Energy Communities is considered a Market Development article. In addition, articles that mention solar PV systems provided by CCEF to communities for meeting signup goals are labeled as Market Development. **General** articles are articles that include calendar events, a specific function, or an activity sponsored by CCEF or Connecticut Innovations. **Negative** articles are articles that mention investigations into CCEF or Connecticut Innovations programs as well as negative editorials.

⁴⁶ Individual articles can be coded for multiple program goals. If an article covered activities for both program goal 1 and program goal 3 it was coded as both a Supply Side and a Market Development article.

⁴⁷ Beginning in Q3 2009, search terms used to identify articles for the print media analysis transitioned from the following terms: alternative energy, renewable energy, clean energy, SmartPower, and 20% by 2010 to terms currently used: Connecticut Clean Energy Fund, Connecticut Clean Energy Communities, Connecticut Clean Energy Community, Connecticut Clean Energy Options, CT Clean Energy Options, 20% by 2010 Campaign, EPA Community Energy Challenge.

2.2.7 Print Data: Earned/Free Media, Article Count of Connecticut Town Mentions

Town Mentioned	Municipality	Clean Energy Community Pledge	CCEC	CIGP	Number of Articles
New Haven	New Haven	Feb-04	Jun-05		17
Danbury	Danbury	Jun-07	Jan-10		11
Winsted	Winchester				10
New Hartford	New Hartford	Sep-08			7
Westport	Westport	Mar-05	Jan-07	Dec-06	7
Killingly	Killingly				6
Branford	Branford	Mar-06	Apr-06	Jun-07	4
Middlebury	Middlebury				4
West Hartford	West Hartford	Jan-05	Jun-05	Oct-06	4
Wilton	Wilton	Dec-07	May-08	Dec-09	4
Griswold	Griswold				3
Cheshire	Cheshire	Aug-05	Nov-06	Jan-07	2
Colchester	Colchester	May-07		Apr-09	2
Cornwall	Cornwall	Feb-07	Jan-08	Sep-07	2
East Hampton	East Hampton	Jun-08	Jan-10	Mar-10	2
Killingworth	Killingworth	Nov-09		Mar-10	2
Mansfield	Mansfield	Jul-05	Feb-06	Sep-06	2
North Haven	North Haven	Feb-07	Aug-09	Jun-07	2
Pomfret	Pomfret	Sep-08			2
Thompson	Thompson	Jun-10			2
Torrington	Torrington	Dec-06		Apr-07	2
Avon	Avon	Jun-08	Oct-08		1
Colebrook	Colebrook				1
Coventry	Coventry	Feb-08	Apr-08	May-09	1
Cromwell	Cromwell	Mar-07		Jun-07	1
Derby	Derby				1
East Hartford	East Hartford	Apr-08			1
East Haven	East Haven	Jan-08		May-09	1
Greenwich	Greenwich	Mar-08	Dec-09		1
Guilford	Guilford				1

Town Mentioned	Municipality	Clean Energy Community Pledge	CCEC	CIGP	Number of Articles
Hartford	Hartford	Feb-06	Feb-06	Feb-07	1
Lebanon	Lebanon	Jul-07		Apr-09	1
Madison	Madison	Jul-07	Sep-07		1
Manchester	Manchester	Apr-07	Apr-07		1
Meriden	Meriden	Aug-06		Nov-06	1
Newton	Newtown	Nov-06	Nov-06		1
Oxford	Oxford				1
Plainfield	Plainfield				1
Plainville	Plainville	May-06		Feb-07	1
Redding	Redding	Jun-07	Nov-07	Apr-09	1
Ridgefield	Ridgefield	Feb-07	Aug-07	Sep-07	1
Roxbury	Roxbury	Jan-10			1
Seymour	Seymour				1
Sharon	Sharon	May-09			1
Simsbury	Simsbury	Mar-08		Sep-09	1
Sprague	Sprague				1
Stamford	Stamford	Apr-05	Nov-05	Dec-06	1
Waterbury	Waterbury				1
Westbrook	Westbrook				1
Windham	Windham	Dec-06			1
Woodbridge	Woodbridge	Sep-05	Dec-07	Feb-07	1
Woodstock	Woodstock	Oct-07	Aug-09	Apr-09	1
Grand Total		39	23	25	127

- The municipalities that received the most media coverage during Q1 and Q2 (2010) were New Haven (17 articles), Danbury (11 articles) and Winchester (10 articles).
- Overall, 52 municipalities were mentioned in at least one article during Q1 and Q2 (2010).
- CCEC pledge municipalities accounted for the bulk of the media coverage. Thirty nine of the 52 municipalities receiving media coverage were CCEC pledge municipalities; the CCEC pledge municipalities accounted for 95 of the 127 articles (75% of articles that mentioned a municipality).

2.2.8 Print Data: Earned/Free Media— Program Goal Articles Mentioning Connecticut Towns⁴⁸

Quarter	Month	Date	Publication	Headline	Media Type	Town Mentioned
Q1	January	1/11/10	Auggie V's Green Blog	Recent Green Tidbits of Stuff	Blog	New Hartford
Q1	January	1/12/10	Windham Today	Program sheds light on solar power	Town Website	Windham
Q1	January	1/12/10	Coventry Today	Program sheds light on solar power	Newspaper	Coventry
Q1	January	1/13/10	Norwich Bulletin	Solar panels soon will adorn Pomfret Community School	Newspaper	Pomfret
Q1	January	1/13/10	CT Post Chronicle	North Haven Clean Energy Task Force hosts forum	Newspaper	North Haven
Q1	January	1/14/10	Mass High Tech	Printing press to build largest wind turbine in Conn.	Newspaper	New Haven
Q1	January	1/14/10	Tcextra.com	Energy Task Force fully charged up	Newspaper	Sharon
Q1	January	1/16/10	New Haven Register	Back to square one for solar project	Newspaper	East Haven
Q1	January	1/22/10	New Haven Register	Local business to implement wind power	Newspaper	New Haven
Q1	January	1/22/10	Poten and Partners	Local business to implement wind power	Press Release	New Haven
Q1	January	1/25/10	Today's Machining World	How It Works - Cutting your ENERGY Costs	Magazine	East Hartford
Q1	January	1/26/10	Connecticut Public Broadcasting Network	CT Awarded Millions of Stimulus Dollars for Energy Projects	TV Website	Waterbury

⁴⁸ The articles included in this table mention the CCEF Market Development program goal and a specific town in Connecticut, usually in reference to that town's participation in a CCEF sponsored program. In Q1 and Q2 2010, 128 articles mentioned the Market Development program goal and a town in Connecticut. Fifty-eight unique towns were mentioned in the 128 articles, with New Haven, Danbury, and Winsted being mentioned most often.

Quarter	Month	Date	Publication	Headline	Media Type	Town Mentioned
Q1	February	2/1/10	The Register Citizen	Salisbury is considering extending a two-year moratorium on outdoor wood-burning furnaces	Newspaper	Cornwall
Q1	February	2/3/10	AZ Optics	Westover School Completes 158.60kW Solar System Installation	Industry Website	Middlebury
Q1	February	2/5/10	My West Hartford Life.com	WH CETF Seeks Proposals for clean energy awareness projects	Newspaper	West Hartford
Q1	February	2/8/10	Fuel Cell News	Roxbury Goes Green	Environmental Website	Roxbury
Q1	February	2/16/10	Lovely and Happy	Kroon Hall Achieves LEED Platinum Certification	Blog	New Haven
Q1	February	2/18/10	West Hartford News	Local task force seeks proposals for clean energy projects	Newspaper	West Hartford
Q1	February	2/18/10	New Haven Register	Seymour eyes an energy committee	Newspaper	Seymour
Q1	February	2/21/10	Hartford Courant	New Haven Fuel Cell Wrapped in Red Tape	Newspaper	New Haven
Q1	February	2/22/10	Wilton Bulletin	A Greener Wilton	Town Website	Wilton
Q1	February	2/22/10	Killingworth Today	Killingworth Goes Green	Town Website	Killingworth
Q1	February	2/23/10	Republican American	Westover to begin using new solar panels Friday	Newspaper	Middlebury
Q1	February	2/24/10	The Middletown Press	Killingworth joins clean energy program	Newspaper	Killingworth
Q1	February	2/25/10	EarthTimes	OPEL Solar, Inc. Receives 2010 Connecticut Green Business Award for Solar Innovation	Environmental Website	Plainville
Q1	February	2/25/10	Hartford Courant	East Hampton Commits To Energy Initiative	Newspaper	East Hampton
Q1	February	2/26/10	City of New Haven	Installation of the Phoenix Press Wind Turbine	Town Website	New Haven
Q1	February	2/28/10	NECN	Connecticut receives high marks in promoting clean energy	TV Website	West Hartford

Quarter	Month	Date	Publication	Headline	Media Type	Town Mentioned
Q1	February	2/28/10	Fuel Cell Works	New Haven Fuel Cell Wrapped in Red Tape	Environmental Website	New Haven
Q1	March	3/1/10	Hartford Courant	Colebrook Might Be The Future Of Wind Energy In Connecticut	Newspaper	Colebrook
Q1	March	3/1/10	Alteris Renewables, Inc.	Westover School Crosses Green Cup Finish Line with Solar Energy System Ribbon-Cutting Event	Press Release	Middlebury
Q1	March	3/8/10	New Haven Independent	New Haven Walks The Clean-Energy Walk	Newspaper	New Haven, Bridgeport
Q1	March	3/8/10	Town of New Haven	Help Rebuild the Economy by Supporting the Clean Energy Option	Town Website	New Haven
Q1	March	3/9/10	Ridgefield Patch	RACE Solar Panel Celebration	Newspaper	Ridgefield
Q1	March	3/10/10	CT Environmental Headlines	4th Annual Green Lifestyle Fair on Saturday, March 27, 2010, Westbrook	Environmental Website	Westbrook
Q1	March	3/10/10	FuelCellWorks	FuelCell Energy Releases Data for First Year of Ultra-Clean Hybrid Power Plant's Operation	Environmental Website	Danbury
Q1	March	3/11/10	Sustainable West Hartford	APRIL 10 SOLAR HOUSE TOUR IN NEW HARTFORD	Blog	West Hartford
Q1	March	3/11/10	Globe News Wire	FuelCell Energy Releases Data for First Year of Ultra-Clean Hybrid Power Plant's Operation	Press Release	Danbury
Q1	March	3/12/10	Investorideas.com	FuelCell Energy (Nasdaq:FCEL) Releases Data for First Year of Ultra-Clean Hybrid Power Plant's Operation	Press Release	Danbury
Q1	March	3/14/10	Solar Power Partners	Westover School	Press Release	Middlebury
Q1	March	3/14/10	Instalbiz	FuelCell Data for First Year of Ultra-Clean Hybrid Power Plant's Operation	Press Release	Danbury
Q1	March	3/14/10	Norwich Bulletin	Lebanon teens challenged to go green	Newspaper	Lebanon
Q1	March	3/18/10	Norwich Bulletin	Column: Your input is important for budget	Newspaper	Colchester

Quarter	Month	Date	Publication	Headline	Media Type	Town Mentioned
Q1	March	3/19/10	tcnewsextra.com	New Hartford home is clean and green	Newspaper	New Hartford
Q1	March	3/20/10	New Haven Register	Guilford schools gain \$90G in energy grants	Newspaper	Guilford
Q1	March	3/20/10	Branford Clean Energy	Sign Up For Clean Energy Now!	Town Website	Branford
Q1	March	3/22/10	Norwich Bulletin	Grant will make town hall more efficient	Newspaper	Colchester
Q1	March	3/22/10	New Haven Register	EDITORIAL: Wind power blows into New Haven	Newspaper	New Haven
Q1	March	3/24/10	Woodstock Green Team	Welcome to Woodstock CT Green Energy	Environmental Website	Woodstock
Q1	March	3/26/10	Pomfret, CT	Pomfret's Green Team	Town Website	Pomfret
Q1	March	3/28/10	Myrecordjournal.com Meriden	Advice sought on energy technology	Town Website	Meriden
Q1	March	3/29/10	Marketwire	MP2 Capital Completes Solar PV System to Power Connecticut School District	Press Release	Winsted
Q1	March	3/29/10	eSolarenergynews.com	MP2 Capital Completes Solar PV System to Power Connecticut School District	Environmental Website	Winsted
Q1	March	3/29/10	IDA International, Inc.	PV Solar System - First year results	Press Release	Derby
Q1	March	3/29/10	Alternative Energy Newswire	MP2 Capital Completes Solar PV System to Power Connecticut School District	Environmental Website	Winsted
Q1	March	3/29/10	Eco Friendly Mag	MP2 Capital Completes Solar PV System to Power Connecticut School District	Environmental Website	Winsted
Q1	March	3/29/10	PR-inside.com	MP2 Capital Completes Solar PV System to Power Connecticut School District 445 kw Rooftop System Reduces Schools' Carbon Footprint and Energy Costs While Educating Students on Renewable Power Initiatives	Press Release	Winsted
Q1	March	3/30/10	GetSolar.com	Solar Power Rundown for Tuesday, March 30	Environmental Website	Winsted
Q1	March	3/30/10	Solar Industry	MP2 Capital Commissions 445 kW PV Installation	Environmental Website	Winsted

Quarter	Month	Date	Publication	Headline	Media Type	Town Mentioned
Q2	April	4/1/10	CleanEnergyAuth ority.com	MP2 completes 445kW solar array in Connecticut school	Environmental Website	Winsted
Q2	April	4/1/10	Brighter Energy	MP2 completes 445kW solar array in Connecticut school	Environmental Website	Winsted
Q2	April	4/1/10	CT Calendar	Tour Solar-Energy House In New Hartford	Blog	New Hartford
Q2	April	4/1/10	Solar Energy Home	Tour Solar-Energy House In New Hartford	Blog	New Hartford
Q2	April	4/2/10	Hartford Courant	Tour Solar-Energy House In New Hartford	Newspaper	New Hartford
Q2	April	4/3/10	Solar Server	MP2 Capital completes solar PV system to power Connecticut school district	Industry Website	Winsted
Q2	April	4/8/10	Republican American	Biggest energy saver is in the bathroom	Newspaper	New Hartford
Q2	April	4/8/10	Westport Now	Staples Gets Solar Panels	Newspaper	Westport
Q2	April	4/12/10	TheDay.com	Students to leave their mark on new school's highest point	Newspaper	Griswold
Q2	April	4/12/10	Fairfield Green Food Guide	Wilton Celebrates Earth Day with Go Green Festival	Press Release	Wilton
Q2	April	4/13/10	Norwich Bulletin	Killingly council to move \$3.3 million fuel cell question tonight	Newspaper	Killingly
Q2	April	4/14/10	Charity Vault	Geothermal helps New Hartford couple cut energy use by nearly half	Blog	New Hartford
Q2	April	4/14/10	The Register Citizen	Wind turbine running soon	Newspaper	Torrington
Q2	April	4/14/10	Industrial Wind Action Group	Wind turbine running soon	Industry Website	Torrington
Q2	April	4/15/10	Fuel Cell Works	\$3.3 million fuel cell proposal heads to Killingly referendum	Environmental Website	Killingly
Q2	April	4/16/10	Norwich Bulletin	Griswold school gets funds to tap earth for energy	Newspaper	Griswold

Quarter	Month	Date	Publication	Headline	Media Type	Town Mentioned
Q2	April	4/16/10	CT Environmental Headlines	Avon Students Earn Awards at Connecticut Science Fair	Environmental Website	Avon
Q2	April	4/16/10	Litchfield County Times	Ribbon Cutting for Cornwall Solar	Newspaper	Cornwall
Q2	April	4/16/10	CT Environmental Headlines	Griswold school gets funds to tap earth for energy	Environmental Website	Griswold
Q2	April	4/17/10	Norwich Bulletin	Killingly will vote Tuesday on high school fuel cell, gas line	Newspaper	Killingly
Q2	April	4/18/10	Fuel Cell Works	Killingly will vote Tuesday on high school fuel cell, gas line	Environmental Website	Killingly
Q2	April	4/19/10	CT Environmental Headlines	What's happening at the Wilton Go Green Festival	Environmental Website	Wilton
Q2	April	4/20/10	The Commercial Observer	How Soon Can You See Green From Building Green?	Newspaper	Greenwich
Q2	April	4/20/10	CTPost.com	Residents speak out on installing solar panels at Oxford school	Newspaper	Oxford
Q2	April	4/20/10	Norwich Bulletin	Killingly referendum today on fuel cell and natural gas pipeline	Newspaper	Killingly
Q2	April	4/20/10	Hartford Courant	Got A 'Green' Idea? You May Win Grant	Newspaper	Simsbury
Q2	April	4/22/10	Karin Patriquin	The Economics of Green	Blog	New Haven
Q2	April	4/22/10	Norwich Bulletin	Sprague gets grant for energy efficiency	Newspaper	Sprague
Q2	April	4/23/10	Cheshire Energy Commission	Weatherization Residential Assistance Program	Town Website	Cheshire
Q2	April	4/24/10	Go Green Newton	Help Newton Go Green	Town Website	Newton
Q2	April	4/30/10	Norwich Bulletin	Town faces long wait over Plainfield Renewable Energy	Newspaper	Plainfield
Q2	May	5/1/10	Business Wire	NEEM Opposes Connecticut Gov Rell's Plan to Raid Electric Efficiency and Renewable Programs	Press Release	Danbury

Quarter	Month	Date	Publication	Headline	Media Type	Town Mentioned
Q2	May	5/1/10	Brinvest	NEEM Opposes Connecticut Gov Rell's Plan to Raid Electric Efficiency and Renewable Programs	Press Release	Danbury
Q2	May	5/1/10	PR Inside	NEEM Opposes Connecticut Gov Rell's Plan to Raid Electric Efficiency and Renewable Programs	Press Release	Danbury
Q2	May	5/1/10	EuroInvestor.co.uk	NEEM Opposes Connecticut Gov Rell's Plan to Raid Electric Efficiency and Renewable Programs	Press Release	Danbury
Q2	May	5/1/10	New York 10	NEEM Opposes Connecticut Gov Rell's Plan to Raid Electric Efficiency and Renewable Programs	Press Release	Danbury
Q2	May	5/22/10	Branford Clean Energy	Sign Up For Clean Energy Now!	Town Website	Branford
Q2	May	5/25/10	CT Post Chronicle	Column: Climate Change Connecticut – Municipal Summit on Climate Action	Newspaper	North Haven
Q2	May	5/26/10	Hartford Courant	Cromwell Board of Finance to Review Monetary Transfers	Newspaper	Cromwell
Q2	May	5/29/10	New Haven Register	Fuel cell to provide clean power for downtown complex (video)	Newspaper	New Haven
Q2	June	6/1/10	Connecticut News Business Journal	360 State in New Haven Makes Green History with 400kW Fuel Cell	Newspaper	New Haven
Q2	June	6/3/10	New Haven Register	Malloy promises energy conservation, focus on renewable sources	Newspaper	New Haven
Q2	June	6/3/10	istock analyst	Malloy promises energy conservation, focus on renewable sources	Press Release	New Haven
Q2	June	6/8/10	Environmental Leader	New Haven Installs 400kW Fuel Cell	Environmental Website	New Haven
Q2	June	6/8/10	News Times	Sun shines on skating center	Newspaper	Danbury
Q2	June	6/8/10	istock analyst	Sun shines on skating center	Newspaper	Danbury
Q2	June	6/9/10	Stamford Plus	Wiltonian receives statewide environmental award	Newspaper	Stamford

Quarter	Month	Date	Publication	Headline	Media Type	Town Mentioned
Q2	June	6/9/10	Wilton Patch	Wiltonian Bruce Hampson Receives Statewide Environmental Award	Newspaper	Wilton
Q2	June	6/10/10	Redding Pilot	Clean and green': New solar panels unveiled at school	Newspaper	Redding
Q2	June	6/12/10	Norwich Bulletin	Killingly ambulance complex looks to sun for power	Newspaper	Killingly
Q2	June	6/13/10	Woodbridge Citizen	Solar Photovoltaic Arrays Power Up Amity Regional High School	Newspaper	Woodbridge
Q2	June	6/15/10	Connecticut Real Estate Rama	Governor Rell: Connecticut Partnership to Receive Nearly \$4.2 Million in Stimulus for Energy Programs	Newspaper	Hartford
Q2	June	6/17/10	Westport News	Westport, Weston in \$4M fed-funded energy efficiency campaign	Newspaper	Westport
Q2	June	6/17/10	Tree Hugger	Westport to Share in \$4.1 Million Energy Efficiency Grant	Blog	Westport
Q2	June	6/18/10	City of New Haven	Sign up for 100% renewable energy!	Town Website	New Haven
Q2	June	6/18/10	Mansfield Today	Mansfield is part of \$4.1 million 'Neighbor to Neighbor Energy Challenge'	Newspaper	Mansfield
Q2	June	6/17/10	News Times	Westport, Weston in \$4M fed-funded energy efficiency campaign	Newspaper	Westport
Q2	June	6/17/10	Stamford Advocate	Westport, Weston in \$4M fed-funded energy efficiency campaign	Newspaper	Westport
Q2	June	6/17/10	East Hampton Today	East Hampton is part of \$4.1 million 'Neighbor to Neighbor Energy Challenge'	Newspaper	East Hampton
Q2	June	6/17/10	The Hour	Westport, Wilton, Weston among towns awarded grant to promote energy efficiency	Newspaper	Westport
Q2	June	6/17/10	CT Environmental Headlines	Mansfield is part of \$4.1 million 'Neighbor to Neighbor Energy Challenge'	Blog	Mansfield
Q2	June	6/19/10	Westportct.gov	Westport one of 14 Connecticut communities awarded grant	Press Release	Westport

Quarter	Month	Date	Publication	Headline	Media Type	Town Mentioned
Q2	June	6/20/10	Norwich Bulletin	Thompson turning to cleaner energy	Newspaper	Thompson
Q2	June	6/21/10	CT Environmental Headlines	Thompson turning to cleaner energy	Blog	Thompson
Q2	June	6/21/10	Middletown Press	Madison picks Old Saybrook firm to install school's solar panels	Newspaper	Madison
Q2	June	6/28/10	The Cheshire Herald	Grant To Help With Energy Use	Newspaper	Cheshire
Q2	June	6/24/10	Matthew Peak	20/10 Initiative Pays Off	Press Release	Manchester
Q2	June	6/30/10	gasmarket.ca	2 Branford businesses use grant money for solar panels	Press Release	Branford
Q2	June	6/30/10	New Haven Register	2 Branford businesses use grant money for solar panels	Newspaper	Branford

2.2.9 Print Data: Earned/Free Media— National Articles of Interest⁴⁹

Quarter	Month	Date	Publication	Headline	CCEF Web Site	Media Type
Q1	January	1/4/10	NBC Connecticut	Finding A Way to Go Green Without Breaking the Bank		TV Website
Q1	January	1/20/10	Tree hugger	State agencies shift direction of clean energy funds		Blog
Q1	February	2/16/10	Christian Science Monitor	What I didn't know about solar power - but should have		Newspaper
Q1	March	3/25/10	Christian Science Monitor	Want to save money on a green home renovation? Hire a HERS rater.	ctcleanenergy.com	Newspaper
Q2	May	5/9/10	Boston Globe	Topography makes wind power nearly absent in Conn.		Newspaper
Q2	May	5/11/10	Tree Hugger	OPINION Energy Fund Cut Will Cost Connecticut Jobs, Clean Air		Blog
Q2	June	6/17/10	Tree Hugger	Westport to Share in \$4.1 Million Energy Efficiency Grant		Blog

See spreadsheet for full list of articles read and coded for the Q1-Q2, 2010 report

⁴⁹ Source: Google Alerts