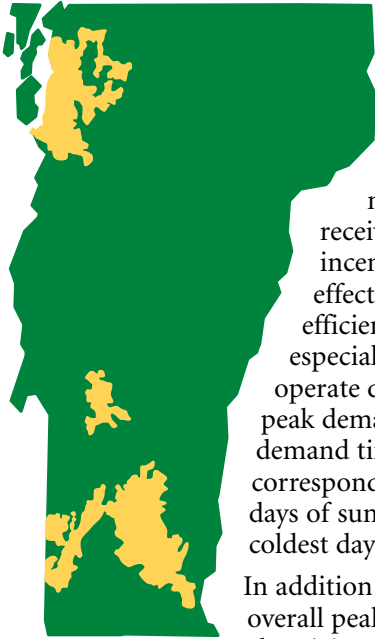


TARGETED AREAS

The map below highlights the targeted areas where Efficiency Vermont is focusing specific energy efficiency efforts.



Business and residential customers within these Geographically Targeted areas may be eligible to receive services and incentives for cost-effective energy efficiency measures, especially those that operate during times of peak demand. Peak demand times typically correspond to the hottest days of summer and the coldest days of winter.

In addition to reducing the overall peak demand for electricity, energy savings

will lower the energy costs for participating homes and businesses.

Efficiency Vermont was created by the Vermont Legislature and the Vermont Public Service Board to help all Vermonters reduce energy costs, strengthen the economy, and protect Vermont's environment.

Efficiency Vermont

255 S. Champlain Street, Suite 7
Burlington, VT 05401
ph: 888-921-5990 • fax: 802-658-1643
www.encyvermont.com

Printed on 100% recycled post-consumer waste content and process chlorine-free paper with soy-based inks. GTGEN-0209



Geographic Targeting

An energy-efficient
solution to Vermont's
growing electric demand
2009–2011

Efficiency Vermont

CONTINUING AN INNOVATIVE APPROACH

Because of the success of Geographic Targeting since its inception in 2007, the Vermont Public Service Board has directed Efficiency Vermont to continue to target previously identified areas of the state for more energy efficiency efforts while also expanding target areas in Chittenden and Rutland Counties.

By focusing in areas where utility upgrades are projected in the near future, Efficiency Vermont is helping to relieve stress on Vermont's electric transmission and distribution system and improve system reliability.

THE HISTORY OF GEOGRAPHIC TARGETING

Certain sections of Vermont's electric grid have been identified by the Vermont Public Service Board as being at risk for extended service interruptions, especially during times when customer electric demand is at its peak (in the summer and winter). These reliability concerns are due to a combination of factors, including system design, equipment capacity, and growing loads.

Expanding energy demand can stress existing infrastructure and force costly upgrades

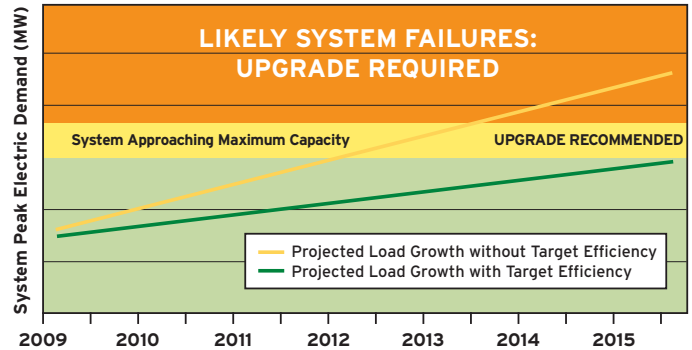


Reduced energy use can be handled by existing infrastructure – saving millions of dollars

One option for addressing these issues is to construct larger electric transmission systems which include additional distribution poles and wires. Another option is to build new power plants. Unfortunately, these projects have high economic and environmental costs that all Vermont electric ratepayers would be required to bear. Geographic Targeting is a proven cost-effective initiative that reduces the electric load, thereby expanding capacity and potentially avoiding or deferring costly construction projects.

GOAL

Efficiency Vermont's goal is to substantially reduce peak electric demand in the targeted areas. This will help to avoid or defer the building of additional power lines and power plants. Geographic Targeting will help keep electric costs down and maintain system reliability.



ACTION

Efficiency Vermont will provide various services and incentives focused on reducing peak electric demand and directed toward 73,000 Vermont businesses and residences in the targeted territories.

BENEFITS

Like other energy efficiency efforts, Geographic Targeting will produce energy savings and reduce the need to purchase and transmit electricity from out-of-state suppliers. These efforts help to meet Vermont's long-term electric system needs at the lowest cost to Vermont ratepayers, while the increased investment in Vermont preserves the state's business environment as well as its natural environment and scenic landscapes.

For details about Geographic Targeting – frequently asked questions, interactive maps, links to services and partners, and more, visit the following web site:

www.encyvermont.com/geotargeting