

## FOR IMMEDIATE RELEASE

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## EFFICIENCY VERMONT LAUNCHES GEOGRAPHICALLY-TARGETED INITIATIVE

### Goal: Reduce Energy Demand in Specific Areas in order to Reduce Need for Expensive Infrastructure Upgrades

**December 2007, Burlington** — Efficiency Vermont, in cooperation with the Vermont Public Service Board and Vermont's electric utilities, has developed a geographically targeted campaign to lower the demand for energy in specific areas of the state through increased efficiency efforts. These areas have been identified as having electric transmission and distribution systems that may become less reliable in the future due to a growing electric load. By reducing demand for energy in these areas, Vermont could potentially avoid costly infrastructure upgrades – saving the state's electric ratepayers millions of dollars.

Building on the electric energy efficiency services it has provided throughout the state since 2000, Efficiency Vermont will place special emphasis on 63,000 homes and businesses in areas where utility upgrades are anticipated (and might be deferred or avoided), including:

- **St. Albans and vicinity** (including parts of Bakersfield, Fairfax, Fairfield, Fletcher, Georgia, Sheldon, St. Albans and Swanton)
- **Northern Chittenden County** (including parts of Colchester, Essex, Milton and Winooski)
- **Newport/Derby area** (including parts of Brownington, Coventry, Derby and Newport)
- **Arlington/Shafsbury area** (including parts of Arlington, Bennington, Sandgate, Sunderland and Shafsbury)
- **Jamaica/Londonderry area** (including parts of Andover, Jamaica, Landgrove, Londonderry, Peru, Stratton, Weston, Windham and Winhall)
- **Manchester area** (including parts of Dorset and Manchester)
- **West Brattleboro area** (including parts of Brattleboro, Dover, Dummerston, Newfane, Townshend and Wardsboro)

This geographically targeted effort is the result of a Vermont Public Service Board order following a directive from the Vermont Legislature to focus a portion of Efficiency Vermont's energy-saving efforts on certain overburdened or constrained areas of the State's electric transmission and distribution systems. Localized energy efficiency efforts could help defer or even avoid a significant investment in energy distribution in the targeted areas.

The goal of the current effort is to lower overall electric energy demand in the targeted areas by more than 10 megawatts by the end of 2008, a one percent reduction in the statewide total.

To achieve this goal, Efficiency Vermont will implement a number of new energy-saving initiatives in the target areas. These initiatives include partnering with the 120 largest commercial and industrial electric users to implement a broad range of comprehensive energy savings measures, contracting to have high-performance lighting systems installed in other high-use businesses, and launching a major campaign to increase the installation of energy-saving compact fluorescent light (CFL) bulbs in homes and small businesses. This CFL campaign will include a series of promotions, events and community partnerships with the goal to install of over 300,000 compact fluorescent bulbs in the targeted areas by the end of 2008.

“All electric customers around the state benefit from these targeted efforts because they reduce the need for utilities to make expensive power purchases,” said Blair Hamilton, director of Efficiency Vermont. “These are costs that are paid by all Vermont ratepayers. In addition to benefitting Vermont communities by allowing ratepayers to buy local, rather than sending dollars out of state for additional electricity, these initiatives reduce emissions from fossil fuel burning power plants and support local businesses that provide energy efficiency products and services.”

If you are interested in joining or forming an energy efficiency committee in **(list TLC community here)**, email “**EVT TLC COORDINATOR e-mail address**”. Additional energy efficiency information is also available by visiting [www.encyvermont.com/geotargeting](http://www.encyvermont.com/geotargeting).

*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 is currently operated by Vermont Energy Investment Corporation (VEIC), an independent organization under contract to the Vermont Public Service Board. VEIC is a Vermont-based, nonprofit organization founded in 1986. For more information, contact Efficiency Vermont at 888-921-5990 or visit [www.encyvermont.com](http://www.encyvermont.com).*