



CASE STUDY

Energize ConnecticutSM
Community Partnership
Initiative
Branford, Connecticut

BACKGROUND

The Community Partnership Initiative leverages the local knowledge, trusted relationships, and experience of local organizations to increase participation in select Energize Connecticut programs within their own communities. The Energize Connecticut Sponsors, Eversource and Avangrid, Inc., award funding grants to applicants for both short-term and long-term campaigns. The Partnership emphasizes outreach to those who are income eligible populations, renters, small business owners, limited English proficiency, and Environmental Justice communities.

Among the eight municipalities which were selected to participate in Round One of funding, the town of Branford and its Clean Energy Committee excelled in their efforts. Their campaign, Branford Business Energy Efficiency (BEE), encouraged Branford small businesses, organizations and houses of worship to partner with Eversource to participate in the Small Business Energy Advantage (SBEA) program through energy-efficient equipment upgrades.

GOAL

Through the Branford BEE campaign, Branford and the Clean Energy Committee received its funding grant from Eversource, and worked to sign up as many small businesses, organizations and houses of worship as possible for SBEA. Clean Energy Committee members Bob Babcock and Dan Rabin led the campaign with the endorsement and support of town leaders and business owners.

SOLUTION

The Branford BEE campaign drove more than 60 leads to the SBEA program. Participating entities included small businesses, nonprofit organizations, community organizations, and houses of worship who were interested in energy efficiency solutions offered through the SBEA program. Branford's participation in SBEA was one of the highest in the state for 2022 and 2023.

Projects completed through the program included installing new LED lighting, EV charging stations, refrigeration, weatherization measures and more. Depending on the size of the business, the number of measures implemented and other contributing factors, the project costs ranged between \$12,000 to \$16,000, and each business owner had 45 to 80 percent of the total costs covered by incentives through the SBEA program.

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We found early on that there is a lot of opportunity for businesses, as well as homeowners, to save money and save energy. Our volunteer group, the Branford Clean Energy Committee, the Energize Connecticut Community Partnership Initiative, and the SBEA program all make it possible to really benefit the businesses here.

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Jamie Cosgrove
First Selectman, Town of Branford

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PARTICIPATING CUSTOMER HIGHLIGHTS*

9 East Hibachi & Asian Kitchen, a 500 square foot restaurant tackled an interior LED lighting upgrade project.

- 73% project cost covered by incentive
- 3,400 estimated annual kWh savings

AL MAC MOTORS II, LLC installed new LED exterior and pylon sign lighting and EV charging stations.

- 75% project cost covered by incentive
- 4,600 estimated annual kWh savings

Be Salon, a woman-owned salon, focused on upgrading their interior lighting to LEDs.

- 73% project cost covered by incentive
- 4,200 estimated annual kWh savings

Branford Arts & Cultural Alliance, a non-profit organization, upgraded their lighting to LED which included performance lighting with integrated controls.

- 80% project cost covered by incentive
- 6,000 estimated annual kWh savings

Church of Christ, Congregation installed new interior LED lighting and completed weatherization projects to save energy.

- 80% project cost covered by incentive
- 3,700 estimated annual kWh savings

Cherry Hill Glass savings measures were primarily LED lighting, including enhanced performance lighting with added controls like dimmers. Upgrades took place in 20,000 square feet of warehouse and office space. The project included a minor refrigeration update with vending control on a glass-front refrigerated cooler.

- 42% project cost covered by incentive
- 62,800 estimated annual kWh savings

Sunoco, a fuel distribution company with two service stations in Branford, installed LED lighting, which included some enhanced performance lighting with integrated controls.

- 74% project cost covered by incentive
- 8,600 estimated annual kWh savings

The Village Express Pack & Ship, a 1,000 square foot woman-owned printing shop, completed an interior LED lighting upgrade project.

- 75% project cost covered by incentive
- 2,300 estimated annual kWh savings

IMPACT OF COMMUNITY PARTNERSHIP INITIATIVE

The Community Partnership Initiative is one of few programs nationwide that provides funding for communities to leverage local knowledge, trusted relationships and the experience of local community groups, nonprofit organizations, and municipalities to raise awareness and participation in energy efficiency programs.

This program demonstrates how municipalities, community leaders and utilities working together can deliver substantial cost and energy savings for small businesses and other organizations. What has worked so well in Branford can be replicated in other communities - and will be through additional Rounds of the Community Partnership Initiative.

For more information, visit eversource.com

**All numbers are rough estimates of the total project cost and incentives involved.*

The information in this case study is an accurate representation of these customers' experiences at the time of publication. Results, including cost savings, from energy efficiency measures can vary based on each individual customer's situation.

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