

New London Energy Committee Strategic Plan

Current Situation – The New London Energy Committee was established by a warrant article in 2007 as a group of citizen advisors on energy issues to support the town and the community in their efforts to conserve energy, pursue energy efficiency and consider sustainable energy generation. This strategic plan is intended to sharpen the Committee’s focus on the Town’s most critical energy issues and to utilize Committee member talents in the most productive way.

- 1) **Mission** – The New London Energy Committee’s mission is to recommend steps to the municipality and community to save energy and reduce greenhouse gas emissions.
- 2) **Vision Statement** – It is our vision that the Town of New London will lead the State in the areas of energy efficiency and sustainability. We will also help the Town achieve a reduction in greenhouse gas emissions of 25 percent below 2009 levels by 2025.
- 3) **Goals**
 - i) Specific areas of Committee focus will be:
 - Municipal facilities and energy use;
 - Transportation;
 - Building energy conservation;
 - Alternative energy source development;
 - Recycling;
 - Community development and natural landscaping and
 - Community outreach and collaboration.
 - ii) The Committee will improve relationships with external partners through education and community outreach. Partners include citizens, municipal officials and employees, the school district, area towns, the business community and Colby Sawyer College.
 - iii) The organizational and administrative capacity of the Committee will be improved through membership development, implementation of operational guidelines, development of a marketing plan and continued fund-raising.
- 4) **Implementation strategies** – The following strategies will be used to implement the Committee’s goals:
 - Focus on 3- to 6-month activities;
 - Identify Committee member champions;
 - Implement ‘member minutes’ for each meeting;
 - Establish a password-protected blog to facilitate member collaboration;
 - Appoint a treasurer and institute quarterly financial reports; and
 - Enhance the NLEC web site.
- 5) **Measurement of Progress** – Progress towards the Committee’s goals will be measured by:
 - Continuous tracking of municipal energy consumption;
 - Monitoring of ‘hits’ to the NLEC web site;
 - Develop and track measurements of citizen interest
 - Establish milestones with each initiative; and
 - Report initiatives completed annually.
- 6) **Plan Review** – The NLEC will review the strategic plan annually and revise as necessary. The reviews may include auditing by non-Committee members.