



**SMART
ENERGY
PROVIDER**

American Public Power Association

Template Example

Question 1. A. 1. Goals and Objectives



Energy Plan:

Plan Year(s)

20XX – 20XX

Purpose: The City / Town of XXXX has established programming for the following purposes (**select examples that apply**):

- Improving customer energy efficiency as a cost saving measure for the customer and the utility
- Mitigating the effects of climate change
- Making transportation cleaner will improve air quality.
- Adhering to sustainable building design will increase the value of the buildings and reduce utility costs.
- Enhancing resource preservation measures will preserve and improve existing green spaces
- Attract entrepreneurs and commercial, industrial, and institutional investment in new economies of technology, energy transition, and sustainable environmental businesses.
- Other _____

The program detailed here is part of the City / Town of XXXX (**select examples that apply**): capital planning, distribution planning or resource procurement, other _____ to manage energy demand.

Program Information: (**Insert Program Details**):

Target Markets: (**Insert Program Details**):

Marketing Strategy: (**Insert Program Details**):

Program Year	Estimated Gross Annual Electric Savings / Generation (kWh)	Estimated Peak Demand Reduction (Summer kW)	Program Budget (\$) (Measures, Labor, and Admin)
20XX			
20XX			
20XX			
Total			

Complete the table above with program details as applicable.