



The Conservation Resources Division at City Light knows that our business customers have questions about how energy efficiency projects can cut overhead costs, lower energy bills and improve customer satisfaction. Providing examples of success stories at other businesses can be a great way to mitigate concerns. City Light produces case studies, press releases and social media coverage to promote these success stories.

The Trade Allies’ role in these case studies will be included in future editions of the Trade Ally News and may be highlighted in other City Light communications. If your company has a good example of a project that helped a City Light customer to reach their goals, please send your stories to an [Energy Advisor](#) or call (206) 684-3800.

Your City Light energy analyst can provide us with additional information such as incentive amount, kWh savings and narrative. On occasion, we may speak with customers to ask if they would like to contribute a quote to the case study. If so, we will contact them directly and may ask them to sign a release. If you have already discussed their willingness to be highlighted in City Light communications, please let us know this as well.

In order to get started, here’s some project information that we will need to produce a case study. Please provide this information when you contact City Light.

Your company name: _____
The name of the project lead: _____
The City Light business customer name and contact information: _____

High-level details about the project. These can include:

Customer need – why you proposed the project and/or why they embarked on the project: _____

What was done – original equipment, installed equipment: _____

Results – savings, customer satisfaction, cutting edge technologies used, innovative solutions provided, etc. _____

These guidelines are meant as a starting point to developing a case study that will highlight successful energy efficiency projects, technologies, incentives and your company’s role in making this a success stories. Feel free to provide additional information and photos. If you have questions when preparing your submission, please contact an Energy Advisor or your city Light energy analyst.