



Home Performance Program Delivery: Massachusetts & Oregon

AESP 18th National Energy Services Conference

Presented by:

Mark Dyen
Conservation Services Group
January 30, 2008



Conservation Services Group



What Is Conservation Services Group?

- Founded in 1984
- Nonprofit corporation
- More than 300 staff
- 14 offices nationwide
- Over 1.2 million homes and facilities served
- Manages the delivery of over \$250 million in energy efficiency and renewable energy programs and projects per year





What Is Conservation Services Group?

Implementation contractor for Home Performance with ENERGY STAR for:

- NYSERDA
- The Long Island Power Authority
- The Honeywell Team in New Jersey
- Energy Trust of Oregon
- City of Anaheim, California
- NGRID and NSTAR in Massachusetts





New York Home Performance with ENERGY STAR® – “The Original”

- Contractor Sales Driven
- Low Customer Incentives
(Interest buy downs / 10% Homeowner Financing Incentive)
- Strong marketing support in paid media





Massachusetts & Oregon Home Performance with ENERGY STAR®

- Developed from pre-existing audit/rebate programs
- Free audits required by law





Program Goals

- Improve savings results
- Direct installs
- Increase follow-through of “Major Measures” – insulation and air sealing





Massachusetts Program Model

“Tier 1” Screening

Separates customers into those who want:

- Information only

or

- A site visit





Massachusetts Program Model

- **Site Visit**
 - Visual inspection
 - Direct installation of CFLs and DHW devices
 - Produce Scope of Work for insulation and air sealing (includes BPI level diagnostics)





Massachusetts Program Model

- CSG acts as GC for building shell work
- HVAC contractor list provided through referral into a rebate program
- If Customer proceeds with building shell work, CSG produces a contract on-site & schedules work





Massachusetts Program Model

MARKETING EXAMPLES





And save up to 20% off your cooling costs!

1 Sealing leaks can make a huge difference.
About 20% of air that moves through a typical hvac system is lost due to leaks, holes, and poorly cut ducts! Unsealed ducts in your attic can significantly increase the load on your air conditioner.

2 You can be better prepared for hot weather.
Did you know attic temperatures often reach 150 degrees? That attic air chokes into your system. Healthy ducts make your air conditioner work a lot easier to. Get ready for summer weather -- if your system performs by sealing your ducts.

3 We'll do it now for FREE.
For a limited time only, National Grid is offering "duct sealing" from MassSAVE.

For additional information or call now: **800-632**

nationalgrid
MassSave

Check time and date. Eligible for offering in approximately several states, including multiple states.

There is a better way to treat your ~~ducks~~ ducts*...

*No ducks were harmed in the creation of this postcard.



The key to
energy-efficiency
starts with you!



Act now to prepare your home for winter. NSTAR Electric's Home Performance with ENERGY STAR® will show you how you could save money by making your home more energy efficient.

To find out if you qualify for a **no-cost home energy assessment** call 1-800-632-8300. Visit www.MassSAVE.com to learn more about **additional incentives** you may be eligible for through NSTAR Electric's MassSAVE program.



Program Benefits:

- Low financing options up to \$15,000
- 50% off up to \$1,500 toward insulation upgrades and air sealing
- Up to \$1000 in rebates for high efficiency heating systems
- \$300 rebates for indirect hot water heaters
- Additional rebates on ENERGY STAR labeled thermostats, replacement windows and refrigerators

Customers with limited income are eligible for these services at no cost and do not need to first approve. Financing offers a convenient way to pay for the services. See program details. Rebates and financing are subject to program availability and subject to change or cancellation without notice.

Call **1-800-632-8300** or visit **www.MassSAVE.com** to learn more!



Wherever you live,
open the door
to energy savings.

NSE1007



Conservation Services Group



Massachusetts Home Performance with **ENERGY STAR®** PROGRAM RESULTS

NSTAR Electric & National Grid Combined	2006	2007
Home Energy Assessments (HEAs)	8,314	8,981
Home Performance Jobs	2,093	2,536
Average Cost Per Job	\$4,347	\$4,684
Average Savings Per Job (BTU)	26,105,987	21,900,487





Oregon Program Model

Program provides:

- Technical assessments (free) carried out by CSG staff
- Rebates for particular measures
- Builds a Home Performance Network like that in New York – BPI certified contractors in all specialties





Oregon Program Model

- If Customer wants to proceed with major measures after free audit:
 - Customer picks from list of BPI-Certified Contractors





Oregon Program Model

BPI-Certified Contractors get work in two ways:

1. They sell home assessments & all work on their own
2. They get work referred to them by the Free Program Assessment. The scope will include a BPI-level diagnostic.





Oregon Program Model

MARKETING EXAMPLES



Conservation Services Group



Did you know?

On average each year, a typical house emits 6 tons of carbon dioxide from the energy used for heating, cooling, lighting and appliances. The average car emits 4.5 tons.

You can make a world of difference by starting at home.

1. Schedule a **FREE Home Energy Review**—plus receive free compact fluorescent lightbulbs, energy efficient showerheads and faucet aerators.
2. Our Energy Advisor will recommend energy-saving measures that make sense for your home and provide you with a list of participating trade ally contractors qualified to do the work.
3. We'll also tell you about cash incentives and Oregon Residential Tax Credits that you could be eligible for.

Depending on the needs of your home, our Energy Advisor may refer you to Home Performance with ENERGY STAR® for comprehensive computerized testing and treatment of your home to help make your home more energy efficient and create a more comfortable, healthy and safe environment.

To learn more, log onto www.energytrust.org or call 1-866-368-7878.

Energy Trust serves Oregon customers of Portland General Electric, Pacific Power, NW Natural and Cascade Natural Gas.



Home Energy Review

Get \$10 for every friend you recommend*



Home Energy Solutions program



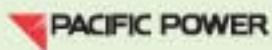
Conservation Services Group



Home Energy Saver Kit

Reduce your energy costs with this handy kit and do your part to protect our environment.

Energy Trust programs serve Oregon customers of Pacific Power, Portland General Electric, NW Natural and Cascade Natural Gas.



♻️ Label printed on recycled paper that contains 25% post-consumer waste with vegetable-based ink. Box contains 55% post-consumer recycled material.

Home Energy Solutions
Energy Trust of Oregon, Inc.
c/o Conservation Services Group
1400 SW 5th Avenue, Suite 830
Portland, Oregon 97201



Conservation Services Group



\$100 Cash Back on Your Home Performance with ENERGY STAR® Home Assessment



Working to deliver whole-house energy savings to improve comfort and help protect the environment.

This coupon entitles you to **\$100** cash back on your **Home Performance with ENERGY STAR** home assessment through the **Home Performance with ENERGY STAR** program, offered by Energy Trust of Oregon.

With Energy Trust's **Home Performance with ENERGY STAR** program, a participating, certified Home Performance contractor can test and improve your home's energy performance, helping you save up to 30% on your energy costs, while making your home safer and more comfortable. Now is the time to improve your home's efficiency to help save money, energy and the environment.

Only Energy Trust trade ally contractors participating in **Home Performance with ENERGY STAR** can offer this limited time \$100 discount to residential customers. Heating fuel must be provided by one of the utility companies listed below. This offer is valid June 1, 2007, through December 31, 2007. For a list of trade ally contractors participating in **Home Performance with ENERGY STAR**, visit www.energytrust.org/HP or call 1-866-368-7878.

Energy Trust is offering this to eligible residential customers that heat their home with service provided by Portland General Electric, Pacific Power, NW Natural or Cascade Natural Gas. Some restrictions may apply. One coupon redeemed per household.



Energy Trust of Oregon, Inc. is a nonprofit organization dedicated to changing how Oregonians use energy by promoting energy efficiency and clean renewable energy for Oregon customers of Portland General Electric, Pacific Power, NW Natural, and Cascade Natural Gas. For more information, visit Energy Trust's website, www.energytrust.org or call 1-866-368-7878.



Conservation Services Group



Oregon Home Performance with ENERGY STAR®

PROGRAM RESULTS

	2006 - 2007
Home Energy Reviews	10,187
Home Performance Assessments <i>(that haven't led to work yet)</i>	106
Home Performance Jobs	570
Average Cost Per Job	\$5,163
Average Savings Per job (BTU)	12,511,664





Advantages of the program controlled assessment and marketing:

- More control of the message and the in home experience
- Quicker start-up
- Lower cost marketing via bill stuffers





Disadvantages:

- Undermines paid assessments by Home Performance Contractors
- May forego entrepreneurial energy of independent contractors
- Higher customer incentives





For additional information:

Mark Dyen

Senior Vice President

(508) 836-9500 x13215

mark.dyen@csggrp.com

www.csggrp.com



Conservation Services Group