

# Conservation Services Group

## Integrating Traditional EE Programs & “New” Technology Solutions

*September, 2013 ACEEE National Conference  
Energy Efficiency as a Resource*

Patricia Stanton



# About CSG

- ✓ **Results-driven** not-for-profit, founded 1984
- ✓ **23 offices** nationwide, over 750 staff, 6 contact centers
- ✓ **30 years experience** managing home energy efficiency and renewable energy programs
- ✓ **Large production programs:** HVAC and residential retrofit programs for government agencies and electric and gas utilities
- ✓ **Leader in Energy Efficiency** residential program implementation & administration, program design, marketing, call center, training
- ✓ **3+ million** homes and facilities served
- ✓ **\$250+ million** in projects annually



**Conservation Services Group**  
50 Washington Street  
Westborough, MA  
[www.csgrp.com](http://www.csgrp.com)



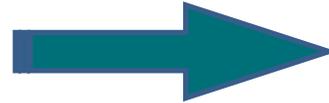
# About CSG

23 offices

Diverse geographies,  
climates, populations

-  National Headquarters
-  Midwest
-  Mid-Atlantic
-  New England
-  Central South
-  West

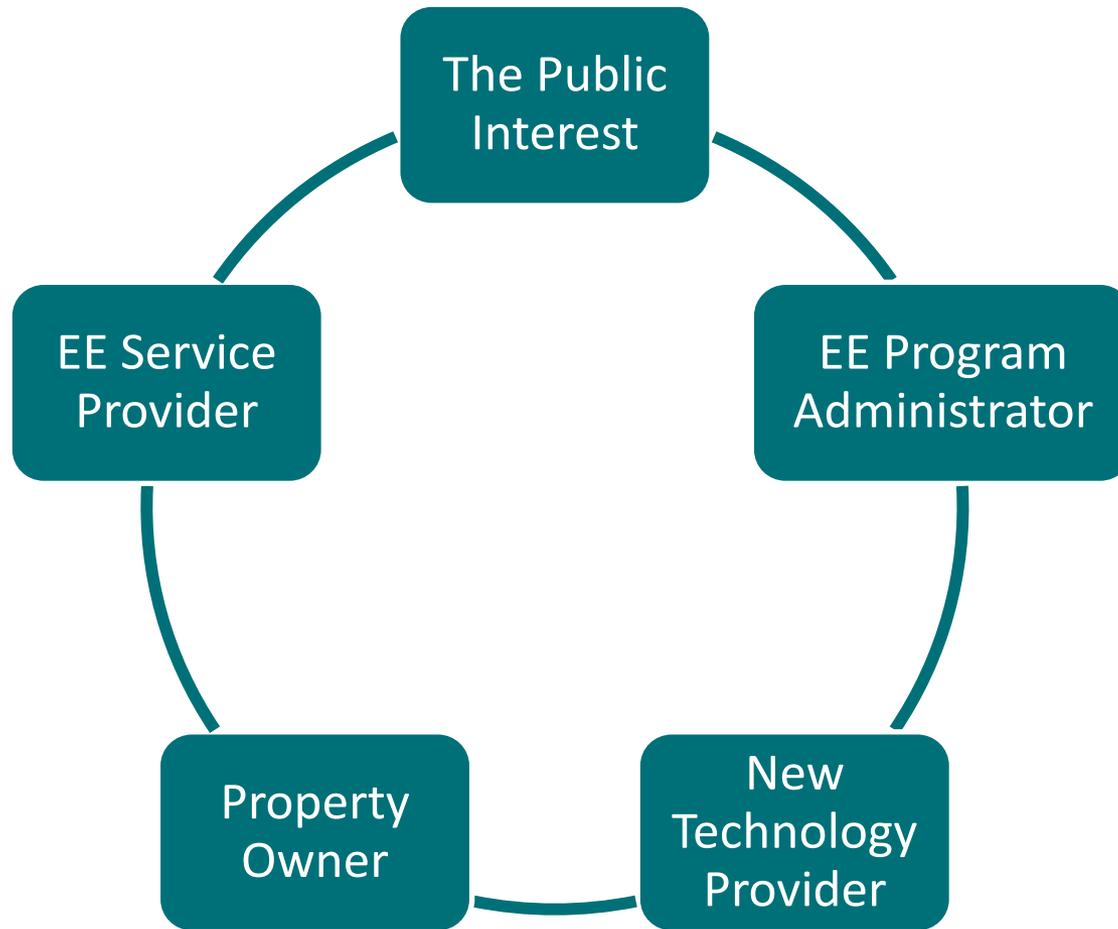
# Traditional EE Programs



# New Technology Solutions



# To Integrate or Not to Integrate?





A NATIONAL SUMMIT ON  
**INTEGRATING**  
energy efficiency & smart grid

OCTOBER 15-16 **2013**  
WASHINGTON, DC



National Home  
Performance Council



ASSOCIATION FOR  
demand response  
+ smart grid



Functions  
example:  
CSG





## Take the Marshfield Energy Challenge!

### MARSHFIELD MATTERS!

Let's make Marshfield a cleaner, more energy efficient town. Together, we can reduce our collective carbon footprint and make a bold commitment to clean energy and our future.

Make the switch to solar electricity and energy independence. Join the Marshfield Energy Challenge!



Get clean, affordable Solar Electricity for as little as \$1,000 down.

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What the World Needs. NOW<sup>®</sup>

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 Marshfield  
Energy Challenge

Clean, affordable solar electricity:  
866.626.4693



# Marshfield Energy Challenge



# Traditional EE Programs



**CE**



**EE**

Customer Engagement

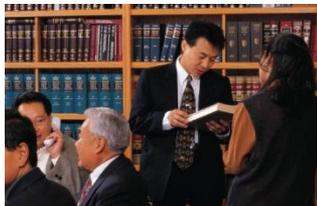
Products and/or  
Services

# Traditional



PA = Utility

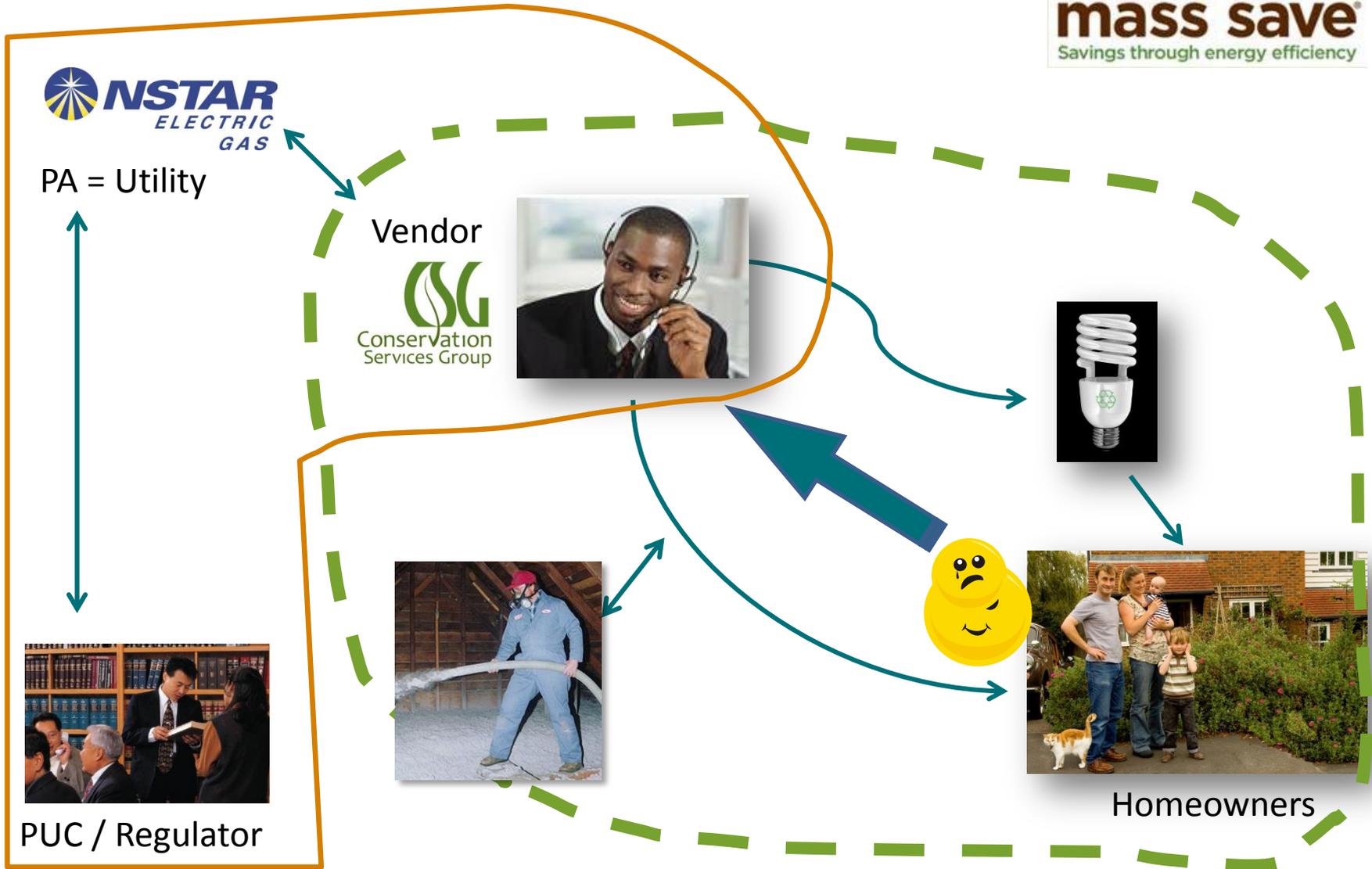
Vendor  
  
Conservation  
Services Group



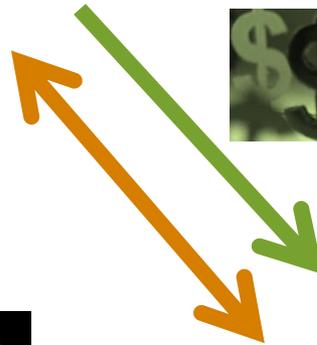
PUC / Regulator



Homeowners



# Marshfield Energy Challenge



**= CE + EE + DG + DR**

# Marshfield Energy Challenge

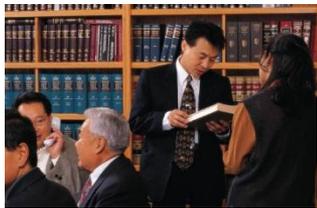


MASSACHUSETTS  
TECHNOLOGY  
COLLABORATIVE

RENEWABLE ENERGY TRUST



PA = Utility



PUC / Regulator

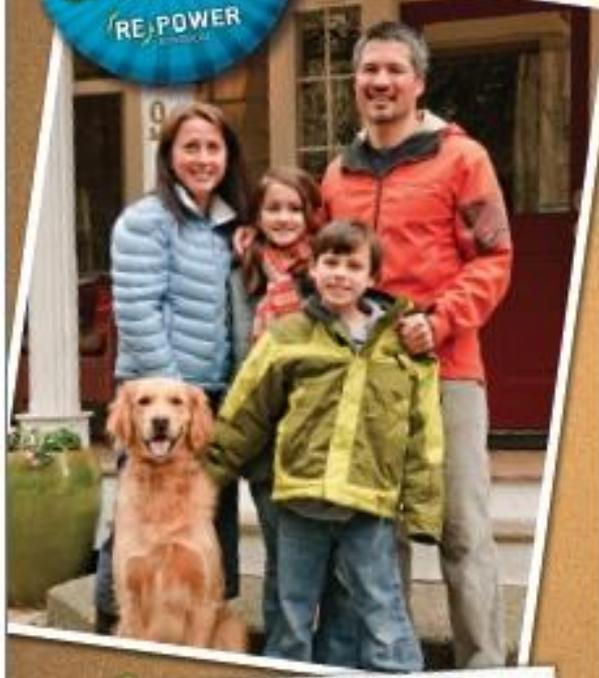
Vendor



Conservation  
Services Group



Homeowners



## THE CONNORS FAMILY

**What's your favorite thing about Bainbridge Island?**  
*The beautiful setting and strong community.*

**Where are you most likely to be on a sunny Saturday? Or a rainy Sunday?**  
*On a sunny Saturday, we're in our yard, on the water or taking the Island. On a rainy Sunday, we are BMX racing, roller skating or just standing.*

**Describe your home in three words.**  
*Pacific Northwest style.*

**Who (or what) uses the most energy in your home?**  
*Our heating system.*

**What's your guilty (energy) pleasure?**  
*Two propane heaters we love to turn on in the cold months.*

**Why do you believe in energy efficiency?**  
*Waste not, want not.*

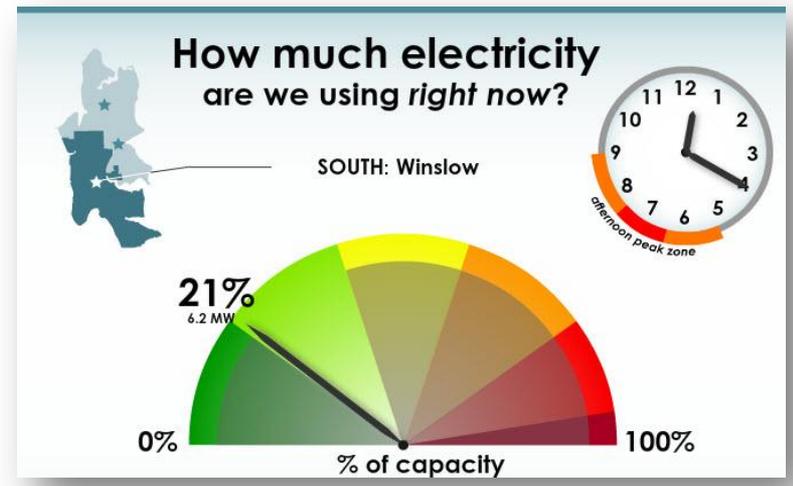
**How will you help RePower Bainbridge?**  
*We help by spreading the word. There are so many simple ways to decrease your energy use.*

### HOME STATS

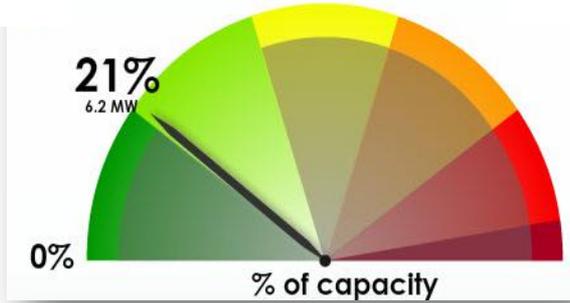
- Year Built: 2001
- Concern: Heating our house
- Solution: We just upgraded to an energy-efficient furnace.



**BE AN ENERGY CHAMPION!**  
 Schedule your FREE Home Energy Check-Up  
 877.741.4340 • [RePowerBainbridge.org](http://RePowerBainbridge.org)



# RePower

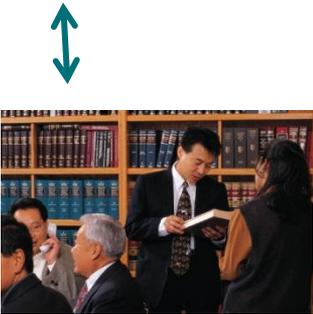


**= CE + EE + DG + DR**

# RePower



& Partners



U.S. DOE



Homeowners



# Wrap Up

More opportunities than challenges



# THANK YOU

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