RePower Your Community

Presented to: 2012 Business of Clean Energy in AK

Presented by: Yvonne Kraus





Conservation Services Group

- Founded in 1984; nonprofit organization
- 800+ employees
- 21 offices nationwide
- Over 100 clients
- Design, develop, and deliver energy efficiency and clean energy programs
- Over 1 million homes and facilities served



What is RePower Bainbridge?

- A community-wide energy efficiency & conservation program
- Dedicated to help residents save energy, reduce costs and increase comfort
- Manage demand to reduce burden on utility infrastructure
- Create jobs





Better Buildings Neighborhood Program

"Block by block, neighborhood by neighborhood, we will make our communities more energy efficient and help families save money. At the same time, we'll create thousands of jobs and strengthen our economy."

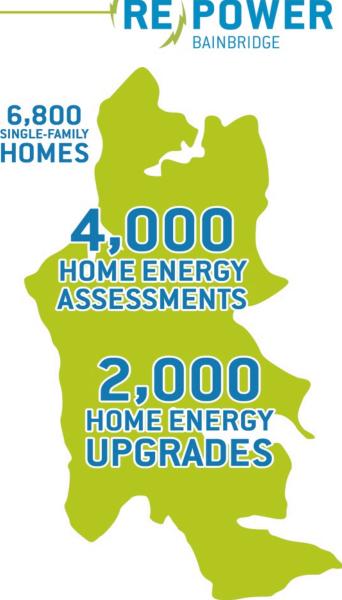
-Dr. Steven Chu, Secretary, U.S. Department of Energy



Goals:

RePower Bainbridge: Public launch: March 2011

- 4,000 Free Home Energy Checkups
- 1,000 EPS Assessments
- 2,000 Residential Energy Upgrades
- 150 Renewable Energy Systems
- 25 Commercial Energy Upgrades
- Loan program utilization (\$100,000)
- 65 Direct Jobs (Includes RePower Bremerton)

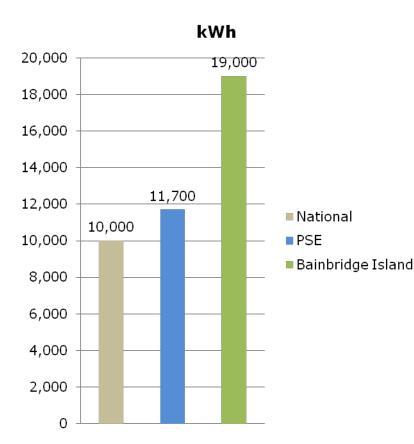




Similarities: Bainbridge Island & Alaska







Bainbridge Energy Challenge

- Exceed capacity on all three substations by 2MW for just 10 hours out of the year.
- Average residence uses 60% more electricity than average residence in PSE's territory.
- Half of the Island homes were built before 1980.
- Coordinate efforts with City of Bremerton



Delivery Model

- In-home energy assessments
- Cash incentives and rebates
- Trade Ally Network of local, affiliated contractors
- Financing through local credit union
- Marketing and events

Takin' It to the Street: The REAL Secret of Our Success

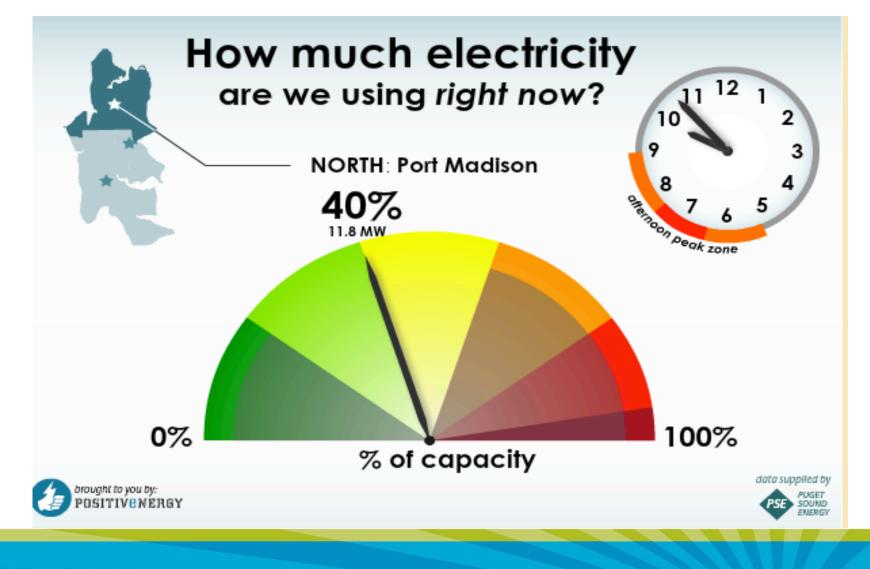






- Community-based social marketing
- Tap into cultural values
- Local businesses and nonprofit organizations

Island Energy Use: Awareness & Alerts



REPOWER

BAINBRIDGE











What's That You Say?





Gour electrical use goes down-some months by up to 15 percent-even as we enjoy a much warmer home this winter. Huzzah!

We've said goodbye to condensation on the inside of our windows and look forward to kissing high-energy bills goodbye, too.

JACO & BARBARA TEN HOVE

Sealed air leaks, insulated attic and installed a ductless heat pump

DON & JUDY WILLOT

Sealed air leaks, insulated ducts and crawlspace, and installed new furnace



RE POWER



Neighborhood & Organizational Energy Challenges







Make the Connection

B myenergy

Results: Celebrate Success







FREE Home Energy Check Ups Completed

(44% of Total Goal: 4,000)





Home Energy Upgrades Complete

(19% of Total Goal: 2,000)





Customer conversion rate from assessment to upgrade





Small Business Upgrades

(128% of Total Goal: 25)



5,905,559

kWh saved to date

(10% of Total Goal)



10 MW

Peak Load Reduction





Clean-energy industry jobs created

(43% of Total Goal: 65)



Make an Impact





RePower: The Next Generation To Boldly Go Where No Energy Program Has Gone Before.



Thank You

Yvonne Kraus

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