



Better Buildings Residential Network Peer Exchange Call: *Nothing But Networking for Residential Network Members*

Call Slides and Discussion Summary

March 12, 2015

Agenda

- Welcome and Agenda Review
- Better Buildings Residential Network Overview
- Plugging into the Better Buildings Residential Network:
 - Round 1: *Getting to know you: Introduce yourself and your organization*
 - Round 2: *What 1-2 things would you most like to know about what other Better Buildings Residential Network members are doing?*
 - Round 3: *What 1-2 accomplishments is your program or organization most proud of?*
 - Round 4: *If the Better Buildings Residential Network could do anything to transform the market for residential energy efficiency, what would it be?*
- Closing Polls
- Upcoming Event: Better Buildings Summit, May 27-29

Better Buildings Residential Network

- **Better Buildings Residential Network**: Connects energy efficiency programs and partners to share best practices to increase the number of American homes that are energy efficient.
 - Membership: Open to organizations committed to accelerating the pace of existing residential upgrades. Commit to providing DOE with annual number of residential upgrades, and information about benefits associated with them.
 - Benefits:
 - Peer Exchange Calls
 - Tools, templates, & resources
 - Newsletter updates on trends
 - Recognition: Media, materials
 - Optional benchmarking
 - Residential Solution Center

For more information & to join, email bbresidentialnetwork@ee.doe.gov.

- **Better Buildings Residential Network Group on Home Energy Pros**

Join to access:

- Peer exchange call summaries and calendar
- Discussion threads with energy efficiency programs and partners
- Resources and documents for energy efficiency programs and partners

<http://homeenergypros.lbl.gov/group/better-buildings-residential-network>

Better Buildings Residential Network Group on Home Energy Pros Website



Better Buildings Residential Network

Created by Better Buildings Support

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Information



The Better Buildings Residential Network connects energy efficiency programs and partners to share best practices and learn from one another to increase the number of American homes that are energy efficient.

Website: <http://betterbuildings.energy.gov/bbm>

Latest Activity: 8 hours ago

Join the conversation in the discussion forum below. You can use the "Follow" link at the bottom of the forum to receive an email whenever a new discussion is posted.

Open the table of contents below and follow the links to access topical materials and resources.

Helpful Links

- Table of Contents
- Better Buildings Residential Network
- Better Buildings Neighborhood Program Website
- Home Performance with ENERGY STAR
- Home Energy Score


Table of Contents


+New Discussion


Peer Exchange Call Archive


Better Buildings Network View


Tools


Related Events

Discussion Forum



Attend Today's Peer Exchange Calls on Program Sustainability and on Workforce

Don't miss today's calls. "Collaborating with Utilities on Residential Energy Efficiency" begins at 12:30 p.m. Eastern and "Engaging Efficiency First Chapters and Other Trade Associations in Energy Efficiency Programs" begins at 3:00 p.m. Eastern.

Continue

Tags: Peer Exchange Calls

Started by Better Buildings Support 8 hours ago.



Register for Upcoming DOE Webinar About On-Bill Financing

Sign up to attend the DOE State and Local Energy Efficiency Action Network (SEE Action) webinar, "Case Studies: Financing Energy Improvements on Utility Bills," taking place June 11, 2014, from 2:00 to 3:30 p.m. Eastern. To learn more on this topic, read

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- [Peer Exchange Archive: Marketing and Outreach](#)
- [Peer Exchange Archive: Workforce Business Partners](#)

CleanEdison updated an event



Entry Level Solar Photovoltaic at Cotuit, MA

September 30, 2012 to

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Peer Exchange Call Series

- Calls are held the 2nd and 4th Thursday of every month at 12:30 and 3:00 ET
- Calls cover a range of topics, including financing & revenue, data & evaluation, business partners, multifamily housing, and marketing & outreach for all stages of program development and implementation
- Upcoming calls:
 - March 26, 12:30 ET: Voluntary Initiative on : Toolkit Training Webinar
 - March 26, 3:00 ET: Fostering Behavior Change in the Energy Efficiency Market
 - April 9, 12:30 ET: Residential Energy Efficiency Messaging
 - April 9, 3:00 ET: The Future is Here: Smart Home Technology
- Send call topic ideas to peerexchange@rossstrategic.com.

Peer Exchange Call Summaries

Discussion: Challenges and Solutions

- Overcoming Challenges - Solutions:
 - Access trusted, local messengers
 - Engage your satisfied customers as champions to turn them into "lifetime customers"
 - Invite people to make a pledge with a few simple EE activities they can take
 - Connect with the right local partners (Connecticut conducted "community asset mapping")
 - Directly involve the homeowner through DIY work or as energy efficiency demonstration homes to help them feel engaged (San Diego demonstration homes)
 - Minimize paperwork to make it easier to participate



Poll Results

Participant Poll: Which of the following best describes your program's experience with energy efficiency behavior change efforts?

- Currently implementing: 31%
- Planning to implement: 31%
- Thinking about it: 19%
- Haven't thought about it: 0%
- Not applicable: 19%

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The screenshot shows the homepage of 'HOME ENERGY PROS' with the tagline 'Connecting home energy professionals'. The navigation menu includes Home, Invite, My Page, Members, Forum, Blogs, Groups, Photos, Videos, and Events. Below the navigation, there are links to 'Back to Better Buildings Residential Network' and 'All Better Buildings Residential Network Pages'. The main content area is titled 'Peer Exchange Archive: Program Sustainability' and lists several call summaries with their dates and PDF links:

- Incorporating Behavior Change Efforts into Energy Efficiency Programs**
July 10, 2014
[Presentation and Discussion Summary \(PDF\)](#)
- Collaborating with Utilities on Residential Energy Efficiency**
June 12, 2014
[Presentation and Discussion Summary \(PDF\)](#)
- BBRN Voluntary Initiative: Partnering to Enhance Program Capacity**
May 8, 2014
[Presentation and Discussion Summary \(PDF\)](#)
- Complementary Energy and Health Strategies**
April 10, 2014
[Presentation and Discussion Summary \(PDF\)](#)
- Mastermind: Jim Mikel, Spirit Foundation**
March 13, 2014
[Presentation and Discussion Summary \(PDF\)](#)

How do you eat an elephant? One bite at a time. A slight shift in perspective goes a long way.

Understanding how EE can solve a financial, public relation, or customer service problem for the utility is the right place to start.

Residential Program Solution Center

Web portal of residential EE upgrade program resources, & lessons learned to plan better, avoid reinventing the wheel.

- BB Neighborhood Program, Home Performance with ENERGY STAR Sponsors+
- Provides:
 - Step-by-step guidance
 - Examples
 - Tools
 - Templates
 - Lessons learned
 - Best practices
 - Tips
- Continually add content to support residential EE upgrade programs—member ideas wanted!



<https://bbnp.pnnl.gov/>

Networking Call Format

- Four rounds of questions to get to know Better Buildings Residential Network members, what you've accomplished, and what you are interested in
- We will organize Round 1 by geographic location, which will establish the participation order for subsequent rounds
- Please be concise in your comments to give everybody a chance to speak
- If you hear something you are interested in—write it on your dance card and follow-up!

Dance Card

DANCE CARD

Please use this sheet to identify at least five people that you would like to connect with after the Peer Exchange call to discuss projects and/or other information that may be useful to you.

NAME & AFFILIATION	NOTES



*Better Buildings Residential Network
Peer Exchange Call | March 12, 2015*

Round 1: *Getting to know you: Introduce yourself and your organization*

- Please introduce yourself by name, organization and program (where applicable)
- What are the main goals of your work?
- What are 1-2 key opportunities or challenges on the horizon?
- Finish the sentence: “Put me on your dance card because...”

Call Participants

- City of Providence
- Efficiency Maine
- Efficient Windows Collaborative
- Elevate Energy
- Energy Efficiency Specialists, LLC
- Energy Smart Home Performance
- green|spaces
- GTECH Strategies
- Local Energy Alliance Program (LEAP)
- Midwest Energy Efficiency Alliance
- San Diego Home Performance Guild
- Spirit Foundation
- Vermont Energy Efficiency Corporation (Efficiency Vermont)

Call Participants Map



Round 2: *What 1-2 things would you most like to know about what other Better Buildings Residential Network members are doing?*

- *Successful solar programs*
- *How to work effectively with the real estate industry*
- *Financing upgrades for low and medium income homes*
- *How to establish strong contractor networks, and supporting contractors effectively*
- *Combining home upgrade measures (e.g., insulating walls when installing new high efficiency windows)*
- *Tracking data on actual energy savings from upgrades*
- *Tracking project quality and customer satisfaction*
- *Mistakes that have helped Network members improve*
- *Maintaining communication with contractors & sustaining their capacity to ensure consistent & quality services and products*
- *Strategies for connecting homeowners to the right contractors*
- *Promoting non-incentivized energy efficiency measures*
- *Measurement and verification processes*
- *Data and case studies*
- *Effective revenue-generating strategies for programs*
- *Capitalizing on customer interest in solar to promote energy efficiency*
- *Understanding what measures most homeowners are installing*

Round 3: *What 1-2 accomplishments is your program or organization most proud of?*

- *Successful equipment calibration event; successful development of a contractor guild (San Diego Home Performance)*
- *20,000th multi-family upgrade and over 2,700 residential upgrades (Elevate Energy)*
- *Launch of residential program, leveraging successful commercial program (green|spaces)*
- *Mobile app for home energy scoring (Spirit Foundation)*
- *80% market share for efficient windows; effective windows marketing tools (Efficient Windows Collaborative)*
- *Expanding contractors' skills and knowledge of home performance and delivering quality work (Energy Smart Home Performance)*
- *Effective partnerships and leveraging (e.g., combining energy efficiency and health) (GTECH)*
- *Successful launch of residential program (City of Providence)*
- *Successful residential program implementation with a relatively small staff (LEAP)*
- *Compendium of best practices and momentum behind a proven residential program model (Efficiency Maine)*

Round 4: *If the Better Buildings Residential Network could do anything to transform the market for residential energy efficiency, what would it be?*

- *Create financial value for energy efficiency, aka the “negawatt”*
- *Capitalize on the strong interest in solar energy to promote whole home energy efficiency solutions*
- *Transform the real estate sector, including home valuation that includes energy efficiency at the time of sale*
- *Transform financing, including allowing states to support financing programs through state funds*
- *Track actual home energy savings*
- *Create a windows initiative that includes financing*
- *Expand homeowner awareness about the value of home energy upgrades*
- *Increase the availability of skilled workforce partners*
- *Model state legislation for Public Utility Commission rules that support energy efficiency*

Poll Results

- If a Residential Energy Efficiency Consumer Confidence Index was created to indicate the degree of optimism in the state of the field's **future conditions**: (Choose one)
 - I would rate the industry as **positive – 90%**
 - I would rate the industry as **negative – 10%**
 - I would be **neutral – 0%**

Note: Increased confidence indicates economic growth in which consumers are spending money on residential energy efficiency upgrades.

OVER 325 ALREADY REGISTERED!

REGISTER TODAY for the BETTER BUILDINGS SUMMIT

Washington, DC · May 27-29, 2015

SAVE YOUR SPOT NOW:

<http://www1.eere.energy.gov/buildings/betterbuildings/summit/>

This Summit will bring together Better Buildings partners and stakeholders to exchange best practices and discuss future opportunities for greater energy efficiency in America's homes and buildings.

There will be time set aside for a specific Residential Network discussion and meet-up!

Thank you!

Please send any follow-up questions or future call topic ideas to:
peerexchange@rossstrategic.com