Better Buildings®
U.S. DEPARTMENT OF ENERGY

Better Buildings Residential Network
Peer Exchange Call Series

How to Encourage Households to Prioritize Energy Efficiency Given Competing Demands

February 22, 2024

U.S. DEPARTMENT OF ENERGY

Agenda and Ground Rules

- Moderator
  - **Jonathan Cohen,** Better Buildings Residential Network, U.S. DOE Residential Buildings Integration Program (RBI)
- Agenda Review and Ground Rules
- Residential Network Overview and Upcoming Call Schedule
- Opening Poll
- Featured Speakers
  - **Angie Bivens,** Pepco Holdings/Exelon
  - **Stephanie Berkland,** TRC
  - **Raymond Nowlin**, City of Columbia Utilities
- Open Discussion
- Closing Poll and Announcements

Ground Rules:

1. **Sales of services and commercial messages are not appropriate** during Peer Exchange Calls.
2. Calls are a safe place for discussion; **please do not attribute information to individuals** on the call.

The views expressed by speakers are their own, and do not reflect those of the Dept. of Energy.

Join the Network

Member Benefits:

- Recognition in media, social media and publications
- Speaking opportunities
- Updates on latest trends
- Voluntary member initiatives
- One-on-One brainstorming conversations

Commitment:

- Members only need to provide *one number*: their organization's number of residential energy upgrades per year, or equivalent.

Upcoming Calls (2nd & 4th Thursdays):

- *3/14: The Solar – Energy Efficiency Nexus Update*
- *3/28: How Does Energy Efficiency Relate to Housing Affordability for Americans*

Peer Exchange Call summaries are posted on the Better Buildings website a few weeks after the call



Angie Bivens

Pepco Holdings/Exelon

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How to Encourage Households to Prioritize Energy Efficiency Given Competing Demands

Angie Bivens
Sr. Energy Efficiency Program Manager

February 22, 2024



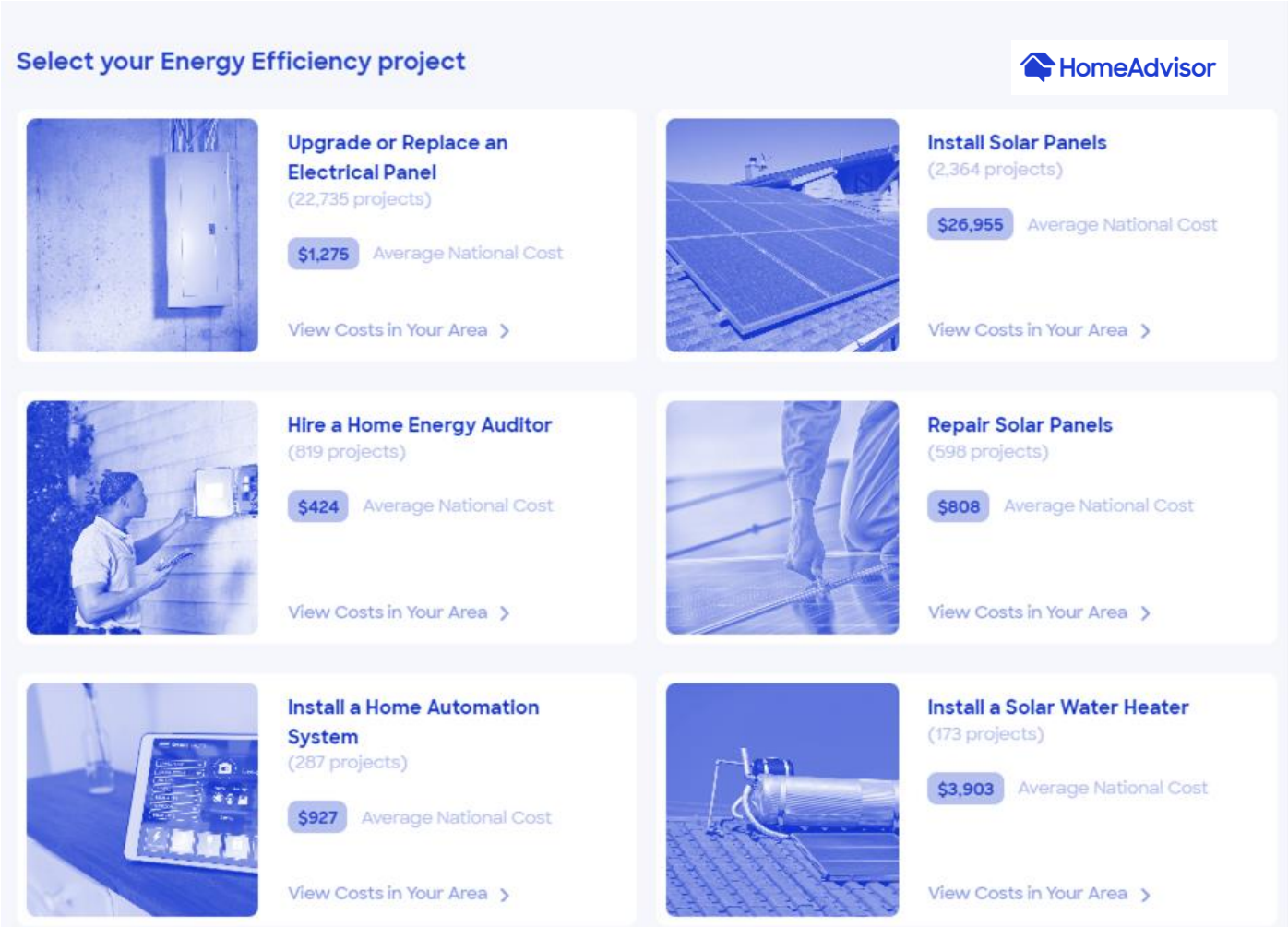
Confidential Information – For Internal Use Only

Barriers to Energy Efficiency



Barriers to Energy Efficiency

- Homeowner is on a fixed or low income
- EE viewed as too expensive
- EE is viewed as a luxury versus a need
- Live in a community where EE has be overlooked/not presented



4 Tips to Encourage Energy Efficiency as a Priority



4 Tips to Encourage Energy Efficiency as a Priority

1. **Consider the Messenger**
   - Should be a good communicator
   - Avoid over informing
   - Welcoming/Inviting personality



4 Tips to Encourage Energy Efficiency as a Priority

2. Pitch the Benefits

- Increase the home value
- Lower utility costs/bills
- Quieter & more comfortable home
- Reduce carbon footprint



4 Tips to Encourage Energy Efficiency as a Priority

3. Make It Affordable

- DIY (Do-It-Yourself) resources
- Financing options
- Partner with programs that can offset costs or collaborate large projects



4 Tips to Encourage Energy Efficiency as a Priority

4. Reenforce the Message

- Share client testimonials
  - Newsletters
  - Social Media
- Send a follow-up after the initial meeting/discussion
  - Email
  - Text/Call



4 Tips to Encourage Energy Efficiency as a Priority

REVIEW



1. Consider the Messenger



2. Pitch the Benefits



3. Make it Affordable



4. Reenforce the Message

pepco holdings℠
AN EXELON COMPANY

Thank you

Angie Bivens
Sr. Energy Efficiency Program Manager

Angela.Bivens@ExelonCorp.com



Stephanie Berkland

TRC



HOW TO ENCOURAGE HOUSEHOLDS TO PRIORITIZE ENERGY EFFICIENCY GIVEN COMPETING DEMANDS

Steph Berkland, TRC

Better Buildings Residential Network Peer Exchange

February 22, 2023

Build Bridges Between Policy and Customer Needs

Stakeholder engagement

Priority community needs

Regulatory requirements



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Meet Customers Where They Are At

Keep it simple…



EDUCATE



COMPLIMENTARY PROGRAM COLLABORATION

(ONE-STOP-SHOP)



ENERGY EFFICIENCY ENABLING MEASURES



PARTNERING WITH COMMUNITY

Thanks!

Call:

Steph Berkland
503.785.9324

Email:

SBerkland@TRCcompanies.com

Visit:

TRCcompanies.com

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Raymond Nowlin

City of Columbia Utilities

Prioritizing Energy Efficiency

Brief background

- Home Performance Program
- Started in 2008
- Partnership between City Utilities and local Co-Op
- ~79k residential customers
- Over 9k completed projects

Why do customers not participate in energy efficiency?

- Cost
- Confusing
- No buy in

You don't know what you don’t know

- Provided education
- Free energy assessments
- Don’t get to technical
- Explain things in a way they can relate to

Have efficiency programs

- Offer a variety of programs
- Try to keep it simple
- Make it worth while

Financing

- Low interest loan
- Set efficiency requirements
- 33% of our Home Performance customers use the loan
  - Over half of them make efficiency improvements to meet requirements

Contractor engagement

- Get contractors involved
- Educate
- Offer incentives

Contact information

- Email: Raymond.Nowlin@como.gov

Smart Tools for Efficient HVAC Performance (STEP) Campaign

Pacific Northwest NATIONAL LABORATORY

STEP CAMPAIGN

Scan this QR code to visit our website

Contact: christian.valoria@pnnl.gov

The STEP Campaign aims to increase adoption of smart diagnostic tools to streamline HVAC system performance testing and troubleshooting, reducing energy-wasting faults and improving occupant comfort.

To join the STEP Campaign, visit: bit.ly/3DFmEaE



HVAC Contractors and Technicians

- Reduce callbacks, improve consistency and quality, streamline processes
- Find out where to get training on smart diagnostic tools
- Be recognized for successful adoption of smart diagnostic tools!



Utilities and Program Implementers

- Streamline quality installation and quality maintenance programs
- Improve engagement with your contractors
- Be recognized for programs that utilize smart diagnostic tools!



HVAC Training Organizations

- Offer qualified training on System Performance with smart diagnostic tools
- Promote your training events
- Be recognized for providing training!



Weatherization Organizations

- Ensure your ASHP/CAC installations are operating at optimized efficiency
- Develop pilot with PNNL team
- Be recognized!

ORGANIZING PARTNERS

ACCA · BUILDING PERFORMANCE ASSOCIATION · CEE Working Together, Advancing Efficiency · HVAC Excellence · NATE · neea · U.S. DEPARTMENT OF ENERGY

Explore the Residential Program Guide

Resources to help improve your program and reach energy efficiency targets:

- Handbooks - explain *why* and *how* to implement specific stages of a program.
- Quick Answers - provide answers and resources for common questions.
- Proven Practices posts - include lessons learned, examples, and helpful tips from successful programs.
- Technology Solutions NEW! - present resources on advanced technologies, **HVAC** & **Heat Pump Water Heaters**, including installation guidance, marketing strategies, & potential savings.
- Health + Home Performance Infographic – spark homeowner conversations.



https://rpsc.energy.gov

Health + Home Performance Infographic



DOE's Health + Home Performance Infographic reveals the link between efficiency and health – something everyone cares about. Efficiency programs and contractors can use the question-and-answer format to discover a homeowner's needs.

The infographic is ideal for the "kitchen table" conversations where people decide what to do – and who they want to do it. It also has links for homeowners to find a qualified contractor if they do not already have one.

Download this infographic from DOE's Better Buildings Residential Network.

Looking for photos to help tell your energy efficiency story? Visit our image libraries: https://www.energy.gov/eere/better-buildings-residential-network/articles/image-libraries

Thank You!

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Please send any follow-up questions or future call topic ideas to:
bbresidentialnetwork@ee.doe.gov