



RESIDENTIAL NETWORK

Network View Newsletter

News From the Field

Watt Watchers Wins Peer Exchange Call March Madness Energy Bracket Challenge

The Better Buildings Residential Network got into the March Madness spirit by holding a tournament to find the most creative residential energy efficiency messages during March Peer Exchange Calls. Sixteen marketing campaigns were featured in a [bracket challenge](#) on the calls, and participants made their picks on the head-to-head matches. Residential Network member the Fuel Fund of Maryland was chosen as the winning message for its [Watt Watchers campaign](#). See the [full bracket challenge](#).



Explore Winter Peer Exchange Call Lessons Learned

The eleventh [Lessons Learned: Peer Exchange Calls](#) document summarizes Better Buildings Residential Network member key takeaways from winter 2017. The topics covered range from marketing and outreach to program design and customer experience. Following is one of those takeaways:

- Upgrades lead to comfortable tenants, and comfortable tenants tend to stay longer. [Elevate Energy](#) used trusted channels, such as owner associations, to highlight the non-energy benefits of multifamily upgrades such as higher retention rates and lower recruitment costs for building owners and management.

Read the [full document](#) for more lessons learned.

EmPOWER Maryland Saves Consumers \$4 Billion and Counting

Utilities reduced per-capita electricity consumption by 10% and saved consumers more than \$4 billion through the EmPOWER Maryland



April 2017

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Peer Exchange Calls—Register Below

All are invited to take part in these topical calls that serve as a forum to ask questions and engage peers. Register below:

April 27

Just What the Doctor Ordered: Integrating Health Benefits Into Energy Efficiency

initiative, which established energy efficiency savings goals for the five largest electric distribution companies in the state and the [Maryland Energy Administration](#). Better Buildings Residential Network members [Baltimore Gas and Electric](#), [Delmarva Power](#), [Pepco](#), [Potomac Edison](#), and [Southern Maryland Electric Cooperative \(SMECO\)](#) have been working to achieve these goals.

The American Council for an Energy-Efficient Economy (ACEEE) published a report on the initiative, [Maryland Benefits: Examining the Results of EmPOWER Maryland Through 2015](#). Learn more about [EmPOWER Maryland](#).

Energy Efficiency Leaders Conduct Industry-Wide Survey

From September through November 2016, four Residential Network members conducted an online survey to gather information about the home energy industry. The [Building Performance Institute](#), [Efficiency First](#), [Home Energy magazine](#), and the [Energy and Environmental Building Alliance \(EEBA\)](#)—along with the Home Performance Coalition and support from E4TheFuture—co-sponsored the [Home Energy Industry Survey](#) to provide insight on major challenges the industry is facing and to gain feedback on how industry organizations could add value for stakeholders in the future.



1,278 U.S. energy efficiency professionals completed the survey; 59% of respondents said that cost is the biggest barrier to customers making home energy improvements. For homeowners who make energy efficiency improvements, 84% of respondents said they do so to save money, and 68% to improve comfort.

The survey also found that the biggest challenges faced by industry professionals were as follows: finding qualified employees or contractors (47%); administrative burden required by programs (44%); and customers unwilling to pay a price differential for energy efficiency (42%). Read more about the [survey and findings](#).

Connecticut Bank Offers Funding to Green Homes

Each year, the Better Buildings Residential Network asks members to report the number of annual upgrades they complete, as well as any associated benefits or other accomplishments, through the [Reporting and Recognition Template](#). Submitting this information to DOE is the only requirement of Residential Network membership.



1:00–2:30 PM ET

[Register now](#)

Find the Latest Peer Exchange Call Summaries

Review new call summaries:

- February 9, 2017 [Comfort and Safety: Family-Oriented Marketing](#)
- February 16, 2017 [Innovative Approaches to Financing](#)
- February 23, 2017 [Making an Impact: Low-Income Energy Efficiency Programs](#)
- March 2, 2017 [It's a Beautiful Day in the Neighborhood: Scale Interventions](#)
- March 9, 2017 [Who's Got Game? Interactive Customer Engagement Strategies](#)
- March 16, 2017 [Sold! Engaging the Real Estate Industry in Home Performance](#)

Residential Program Solution Center Spotlight



Q: How can we make the energy upgrade process easier for homeowners?

A: Visit the [Better Buildings Residential Program Solution Center](#) to find the answer.

Related Events

Thanks and congratulations to Residential Network member [Connecticut Green Bank](#) for reporting the following accomplishments in fiscal year 2015: 1,203 energy upgrades; and annual energy savings of 8,362,974 kilowatt hours and 3,853 million British thermal units.

Meet the Members

Residential Network Welcomes First Mississippi Member

The Better Buildings Residential Network is pleased to welcome its newest member and first member in the state of Mississippi:



- [Global Facility Management Alliance](#) (Jackson, MS)

Learn more from this member and other programs. Sign up to become a Residential Network member by completing a [membership form](#).

Resource Corner

Refresh Your Reading List

- [“Appraised Value and Energy Efficiency: Getting It Right”](#) (*Home Energy* magazine blog, March 2017)
- [Rate Design Matters: The Intersection of Residential Rate Design and Energy Efficiency](#) (ACEEE, March 2017)
- [Weatherization and Home Performance: Recommendations for Mutual Success and Collaboration](#) (Home Performance Coalition, March 2017)

If your organization has recently published a report or distributed a press release, we want to hear from you. Send your announcement to the [Better Buildings Residential Network](#), so we can be aware of it for future issues of the *Network View* or share it on social media.

Share the View

Forward this email to colleagues or encourage them to sign up to receive each issue by selecting “Better Buildings Residential Network” when updating their [DOE email subscription preferences](#).

[Association of Energy Services Professionals \(AESP\) Spring Meeting](#)

May 2–4, 2017
Salt Lake City, UT

[2017 Efficiency Exchange Conference](#)

May 9–10, 2017
Portland, OR

[Better Buildings Summit](#)

May 15–17, 2017
Washington, DC

[2017 ACEEE Energy Efficiency Finance Forum](#)

May 21–23, 2017
Chicago, IL

[2017 ASHRAE Annual Conference](#)

June 24–28, 2017
Long Beach, CA

Have an event you want featured? Email the details to [Better Buildings Residential Network Support](#).

Social Media Spotlight



Residential Network member [Baltimore Gas and Electric](#) recently [tweeted](#) its BGE Smart Energy Savers Program’s achievements. As of 2016, the utility has performed 201,000 comprehensive home energy assessments and check-ups and provided \$373 million in rebates, which has resulted in \$375 million in economic stimulation to Maryland. Celebrate Earth Day on April 22

by sharing your energy-saving accomplishments on social media.

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