



RESIDENTIAL NETWORK

Network View Newsletter

News from the Field

Thousands of Free Photos Help Tell the Energy Efficiency Story

Sometimes a picture is worth a thousand words. To help programs show and tell their energy upgrade stories, the [Better Buildings Residential Network](#) has compiled a [list of online image libraries](#) of high-resolution photos that depict energy efficiency in action.

Some of the libraries provide free source images that require minimum or no attribution.



Photo: NREL

Following are two of the galleries programs can access:

- [The Building America Solution Center Image Gallery](#) includes more than 2,000 energy efficiency photos and drawings that are searchable by keyword, with brief descriptions of the action.
- [The National Renewable Energy Laboratory \(NREL\) Image Gallery](#) features more than 30,000 photos, scientific images, and videos related to energy efficiency and renewable energy technologies.

Read the [Image Libraries Resource](#) fact sheet for additional options and more resources from the Better Buildings Residential Network.

New Fact Sheet: Behavior Change Lessons Learned from Network Members

February 2018

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JOIN »

DOE FUNDING OPPORTUNITIES »

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:

March 1

Past as Prologue-Results from Low-Income Residential Energy Efficiency Programs
1–2:30 p.m. ET

Better Buildings Residential Network members [Consortium for Energy Efficiency](#) (CEE) and [New York State Energy Research and Development Authority](#) (NYSERDA) shared best practices for improving energy efficiency by overcoming barriers to sustained behavior change, as described in the Network's latest [Residential Lessons Learned: Peer Exchange Calls fact sheet](#).



Photo: NYSERDA

During a Better Buildings Residential Network Peer Exchange Call in September 2017, these members, along with the University of California-Davis, noted that programs interested in helping consumers use less energy can utilize social science approaches commonly used for other behaviors (e.g., changing diets, quitting smoking). Normative feedback and prompts, for example, have proven valuable and fostered long-term behavior changes.

Learn more about behavior change strategies in the most recent [Lessons Learned: Peer Exchange Calls fact sheet](#). See the sidebar for a list of upcoming Peer Exchange Calls to share more best practices for residential energy efficiency programs.

Save the Date: Better Buildings Summit and Energy Exchange



Cleveland rocks this summer—join the Residential Network in Cleveland, Ohio, for the annual [Better Buildings Summit](#) August 21 through 23. This year, the Summit will team up with the U.S. Department of Energy's (DOE's) annual Energy Exchange conference, focused on federal facility energy management, to provide speakers on both residential and commercial energy efficiency topics. Network with other energy professionals and share ideas on new technologies and innovative financing options through engaging panel sessions and keynote speakers. Stay tuned for more information.

Peer Exchange Calls- Register Below

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March 1

Past as Prologue-Results from Low-Income Residential Energy Efficiency Programs

1–2:30 p.m. ET

[Register now](#)

March 8

Working with Diverse Communities

1–2:30 p.m. ET

[Register now](#)

March 15

The Increasing Connection Between Energy Efficiency and Real Estate

1–2:30 p.m. ET

[Register now](#)

March 22

Power Up: Residential Energy Efficiency and Resiliency

1–2:30 p.m. ET

[Register now](#)

Find the Latest Peer Exchange Call Summaries

Review recent call summaries:

- December 14, 2017
[The Amazing Race: City Finalists of the National Georgetown University Energy Prize](#)
- January 11, 2018
[Looking Ahead in 2018: Energy Efficiency Perspectives from Coast to Coast](#)
- January 18, 2018
[Meet the Jetsons: Smart Tech and the Home of the Future](#)

Residential Program Solution Center

Check out presentations from the 2017 Summit by visiting the [Better Buildings Solution Center](#).

Have You Seen the Better Buildings Residential Network Toolkits?

Better Buildings Residential Network toolkits are resources based on research into experience from energy efficiency programs and partners. [Check out](#) or revisit the series of toolkits for valuable insights on program success.

Visit the [Better Buildings Residential Network Resources page](#) for more tools and resources.

Better Buildings COMMUNITY BASED SOCIAL MARKETING TOOLKIT
Better Buildings Residential Network

This Better Buildings Residential Network Community Based Social Marketing Toolkit strengthens residential energy efficiency program outreach and marketing efforts through idea sharing, tailored efforts that change behaviors. One of the greatest challenges facing the residential energy efficiency market is engaging people to take steps to save energy. This Toolkit provides practical guidance, resources, and strategies for applying community-based social marketing to increase the number of homes that are energy efficient.

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UNDERSTANDING COMMUNITY BASED SOCIAL MARKETING (CBM)

Community-based social marketing is a behavior change approach that combines social influence and social norms to encourage individuals to adopt behaviors that benefit the community. The CBM approach includes the steps outlined in the figure below. These steps may be used to enhance existing programs or to launch new initiatives.

Community Based Social Marketing Steps

1. SELECT COMMUNITY AND PARTNERS
2. IDENTIFY BARRIERS AND ASSETS
3. DEVELOP STRATEGIES
4. PILOT TEST STRUCTURES
5. IMPLEMENT AND EVALUATE STRUCTURES

Source: U.S. DOE, National Institute of Standards and Technology, Energy Efficiency Resource Project (EERP)

ENERGY

New Event Brings Together Health and Buildings Professionals

This summer, the National Institutes of Health (NIH) will bring together the health and buildings communities to discuss and accomplish common goals. Co-organized by the Centers for Disease Control and Prevention, DOE, General Services Administration, Pacific Northwest National Laboratory, U.S. Green Building Council, and universities, the Health in Buildings for Today and Tomorrow: Making Connections Conference will be held July 19-20, 2018, in Bethesda, Maryland, at the NIH campus. Pre-register for the event by visiting [Eventbrite](#) and using the password “HiBR” to reserve a spot.

Reporting and Recognition: Center for Energy and the Environment

The Better Buildings Residential Network has one requirement that members report the annual number upgrades completed, as well as any associated benefits or other accomplishments, through the [Reporting and Recognition Template](#).



Residential Network member the [Center for Energy and the Environment](#) in Minneapolis-St. Paul helped Minnesota homes save big. In fiscal year 2016, the program completed 2,500 upgrades, which resulted in annual energy savings of 1.7 million kilowatt-hours of electricity and 230,000 therms of natural gas.

Spotlight



Photo: Better Buildings for Michigan

Q: How can we develop strong partnerships with mutual benefits?

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

Related Events

[2018 HPC National Home Performance Conference and Trade Show](#)
April 23–26, 2018
Philadelphia, Pennsylvania

[American Council for an Energy-Efficient Economy \(ACEEE\) 2018 Energy Efficiency Finance Forum](#)
May 21–22, 2018
Tarrytown, New York

[Association of Energy Services Professionals Spring 2018 Conference](#)
May 21–23, 2018
Atlanta, Georgia

[2018 Health in Buildings for Today and Tomorrow: Making Connections Conference](#)
July 19–20, 2018
Bethesda, Maryland

[ACEEE 2018 Summer Study on Energy Efficiency in Buildings](#)
August 12–17, 2018
Pacific Grove, California

Meet the Members

New Members Join the Network

The Better Buildings Residential Network is pleased to welcome its newest members:



- [Energy Conservation Solutions](#) (Atlanta, Georgia)
- [BrightHOME Energy Solutions](#) (Elmsford, New York)
- [Simple Home Energy Solutions](#) (Denver, Colorado)
- [SLS Construction & Building Solutions LLC](#) (Naperville, Illinois)
- [Equity Energy LLC](#) (Fly Creek, New York)

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

[2018 Better Buildings Summit/Energy Exchange](#)

August 21–23, 2018
Cleveland, Ohio

[ACEEE Rural Energy Conference](#)

October 22, 2018
Atlanta, Georgia

Does your organization have an event you would like us to feature? Email the details to [Better Buildings Residential Network Support](#).

Social Media Spotlight



Photo: Puget Sound Energy (pse.com)

Brisk winter winds and low temperatures mean increased energy usage. [Puget Sound Energy](#) (Washington) tweeted a quick video from one of its energy advisors with tips on how to air seal your home. [Learn more](#) on Puget Sound Energy's website.

Resource Corner

Refresh Your Reading List

- [“Common Problems with Cold Weather Ventilation”](#) (*Home Energy Magazine* blog, January 2018)
- [“Energy efficiency can help address childhood asthma”](#) ACEEE Blog, January 2018)
- [“Energy Efficiency—Free to Choose?”](#) (Enervee blog, January 2018)
- [“3 New Tools for Advancing Energy Affordability in Low Income Communities”](#) (DOE Office of Energy Efficiency & Renewable Energy (EERE) blog, January 2018)

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 to share on social media.

Share the View

Forward this email to colleagues or encourage them to sign up to receive each issue themselves. To subscribe, they can simply [email the Residential Network](#).

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