

## News from the Field

### New Case Study on Community-Based Social Marketing

By using a community-based social marketing (CBSM) program approach, the City of Fort Collins, Colorado, a Better Buildings Residential Network member, doubled enrollment rates in its program, converted 44% of energy assessments to upgrades, and saved homeowners 50% more energy per project. The Residential Network's new [case study](#) presents how Fort Collins used CBSM concepts to launch a pilot that streamlined the energy efficiency upgrade process, targeted neighborhoods with a high potential for energy savings, and created a marketing campaign tailored to the community.



Fort Collins also incorporated CBSM into the planning and implementation process to increase participation rates, strengthen ties with the community, and expand understanding and support for residential energy efficiency. This case study was developed to complement the Residential Network's [Community-Based Social Marketing Toolkit](#). The toolkit provides an overview of the Fort Collins program, as well as lessons learned and best practices to equip organizations to strengthen their programs and increase energy upgrades by applying CBSM concepts. Read the full [case study](#).

### Think Spring with Peer Exchange Call Lessons Learned

Our 12th "[Lessons Learned: Peer Exchange Calls](#)" document highlights Better Buildings Residential Network member key takeaways from spring 2017. The topics presented include the connection between health and energy efficiency and low-income energy efficiency programs. The following is one of those takeaways:



July/August 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:

##### August 3

**Making the Grade: Innovative Approaches to Improving Quality**

1–2:30 p.m. ET

[Register now](#)

##### August 10

**Doing More with Less: Low-Cost Program Strategies**

1–2:30 p.m. ET

- Make the benefits of energy upgrades visible for both building owners and tenants. A decrease in energy usage is not what typically appeals to private building owners, since tenants pay utility bills. To address this, [Elevate Energy](#) offers both whole-building and in-unit energy upgrades.

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

## New Tool Compiles Local, Healthy, Energy-Efficient Building Products

The BlueGreen Alliance Foundation released a new tool to help building professionals and consumers find energy-efficient residential products that are healthy and made locally. [Building Clean](#) hosts a database of manufacturers and products, such as appliances, heating and air conditioning equipment, insulation, lighting, plumbing, roofing, sealants, and water filtration. Building Clean is designed to make it easier for architects, designers, consumers, contractors, and developers to find American-made, healthy products so they can capture the benefits of energy efficiency upgrades—including lower utility bills, improved occupant health, and increased economic development. Visit the [Building Clean website](#), and [read more](#) about its development.



## Infographic Illustrates the Connection between Health and Home Energy Efficiency

The National Environmental Education Foundation and the [Rocky Mountain Institute](#), a Better Buildings Residential Network member, created the [Health Heroes infographic](#) to illustrate how health professionals can promote the benefits of home energy upgrades as preventative health and health symptom-reducing measures. The infographic is designed around two main themes—how home energy performance relates to health and healthy home energy improvements—to encourage and help health professionals promote the health benefits of improved energy performance. View or download the [full infographic](#).



[Register now](#)

### August 17

**Back to School: Engaging Students in Energy Efficiency at Home and in the Classroom**

1–2:30 p.m. ET

[Register now](#)

### August 24

**Making the Leap to the Multifamily Market**

1–2:30 p.m. ET

[Register now](#)

### September 14

**Keeping up with the Jones': Key Strategies for Behavior Change**

1–2:30 p.m. ET

[Register now](#)

## Find the Latest Peer Exchange Call Summaries

Review new call summaries:

- April 27  
[Just What the Doctor Ordered: Integrating Health Benefits into Energy Efficiency Programs](#)
- May 4  
[Multifamily Smart Tech, Health, and Utility Data—A Joint Call with NEWHAB and the DOE Better Buildings Residential Network](#)

## Residential Program Solution Center Spotlight



**Q:** How do we help more contractors enter the home performance market?

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

## New York City Energy Efficiency Corporation Shares Accomplishments

In May, the Better Buildings Residential Network asked members to report the number of annual upgrades they completed, as well as any associated benefits or other accomplishments, through the [Reporting and Recognition Template](#). Submitting this information to the U.S. Department of Energy (DOE) is the only requirement of Residential Network membership. If your organization has upgrades and other accomplishments to report, please [contact the Residential Network](#).



Thanks and congratulations to Residential Network member [New York City Energy Efficiency Corporation](#) for reporting the following accomplishments in fiscal year 2016: 1,592 energy upgrades and 1,622,000 million British thermal units of energy savings.

## Meet the Members

### Network Welcomes New Members

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

- [EnergyWize](#) (Xenia, Ohio)
- [GoodCents](#) (Cedar Rapids, Iowa)
- [Invisco Whole House Fan Company](#) (Temecula, California)
- [Public Policy and Education Fund—Southern Tier](#) (Binghamton, New York).



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

## Resource Corner

### Enhance Your Summer Reading List

- [2017 Utility Energy Efficiency Scorecard](#) (American Council for an Energy-Efficient Economy, June 2017)
- [Assessing the Cost-Effectiveness of Energy Efficiency Portfolios](#) (Electricity Markets and Policy Group, Lawrence Berkeley National Laboratory, June 2017)
- [Guide for States on Technical Reference Manuals](#) (State and Local Energy Efficiency Action Network, June 2017)

## Related Events

[2017 Home Performance Coalition Southeast Regional Home Performance Conference and Trade Show](#)

Sept. 28–29, 2017  
Greenville, South Carolina

[Behavior, Energy, and Climate Change \(BECC\) Conference](#)

Oct. 15–18, 2017  
Sacramento, California

[2017 ACEEE National Conference on Energy Efficiency as a Resource](#)

Oct. 30–Nov. 1, 2017  
Litchfield Park, Arizona

[2017 Home Performance Coalition California Regional Home Performance Conference and Trade Show](#)

Nov. 14–15, 2017  
Long Beach, California

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

## Social Media Spotlight



Better Building Residential Network member Virginia Energy Sense tweeted [energy-saving tips](#) to its customers for the summer months. One tip is to change your air conditioner's air filter to ensure good air flow throughout your house.

- [Keys to the House: Unlocking Residential Savings with Program Models for Home Energy Upgrades](#) (Electricity Markets and Policy Group, Lawrence Berkeley National Laboratory, July 2017)
- [Time-Varying Value of Electric Energy Efficiency](#) (Electricity Markets and Policy Group, Lawrence Berkeley National Laboratory, June 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

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