



Better Buildings Neighborhood Program Peer
Exchange Call: *Program Sustainability Mastermind
Session on Combining Energy Efficiency and Health
Services*, featuring Host:

Tim Carryer, GTECH Strategies and ReEnergize Pittsburgh

Call Slides and Summary

July 23, 2013

Agenda

- Welcome
- Introductions (go-around and assignment of numbers)
- Mastermind Format and Agenda
 - Moderator: Jonathan Cohen

Mastermind Session

- Program Overview
 - Host: Tim Carryer, GTECH Strategies and ReEnergize Pittsburgh
- Questions and Answers
 - Participants ask clarifying questions about the program
- Idea Generation
 - Participants offer 2-3 new ideas/suggestions
- Host Report-out on Take-Aways and Action Items

Participating Programs and Organizations

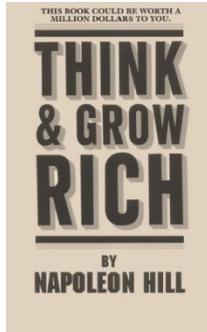


- Alameda, CA
- Baltimore, MD
- Charlottesville, VA
- Chicago, IL
- Cincinnati, OH
- Clinton Foundation
- Christiansburg, VA
- Davis, CA
- Detroit, MI
- Grand Rapids, MI
- Madison, WI
- Missouri
- Multnomah County, OR
- Pittsburgh, PA (GTECH Strategies)
- Portland, Oregon
- Richmond, VA
- Seattle, WA



MasterMind

**Solving Problems,
Exploiting Opportunities**



Andrew Carnegie Hired Napoleon Hill to tell his story of success

The result was the 1937 classic *Think and Grow Rich* in which the mastermind concept was introduced.

**“If you want to be exceedingly successful,
I would recommend these things:
1) Know very clearly what you want
2) Be a member of a Mastermind group”**

***Andrew Carnegie,
America’s 1st billionaire, circa 1908***

Description

A Mastermind Group is a meeting of individuals who focus their attention on solving a specific problem or exploiting an opportunity.

Host

The individual who presents a problem or opportunity for the group to focus its attention and wisdom.

Hosts Prepared to Present

History and accomplishments
of grant funded program

Biggest problem or opportunity

Value for the Host

By focusing the attention of a group on a specific issue, the host draws on a combined 100+ years of experience to receive solutions and ideas that address his or her situation.

Value for the Participants

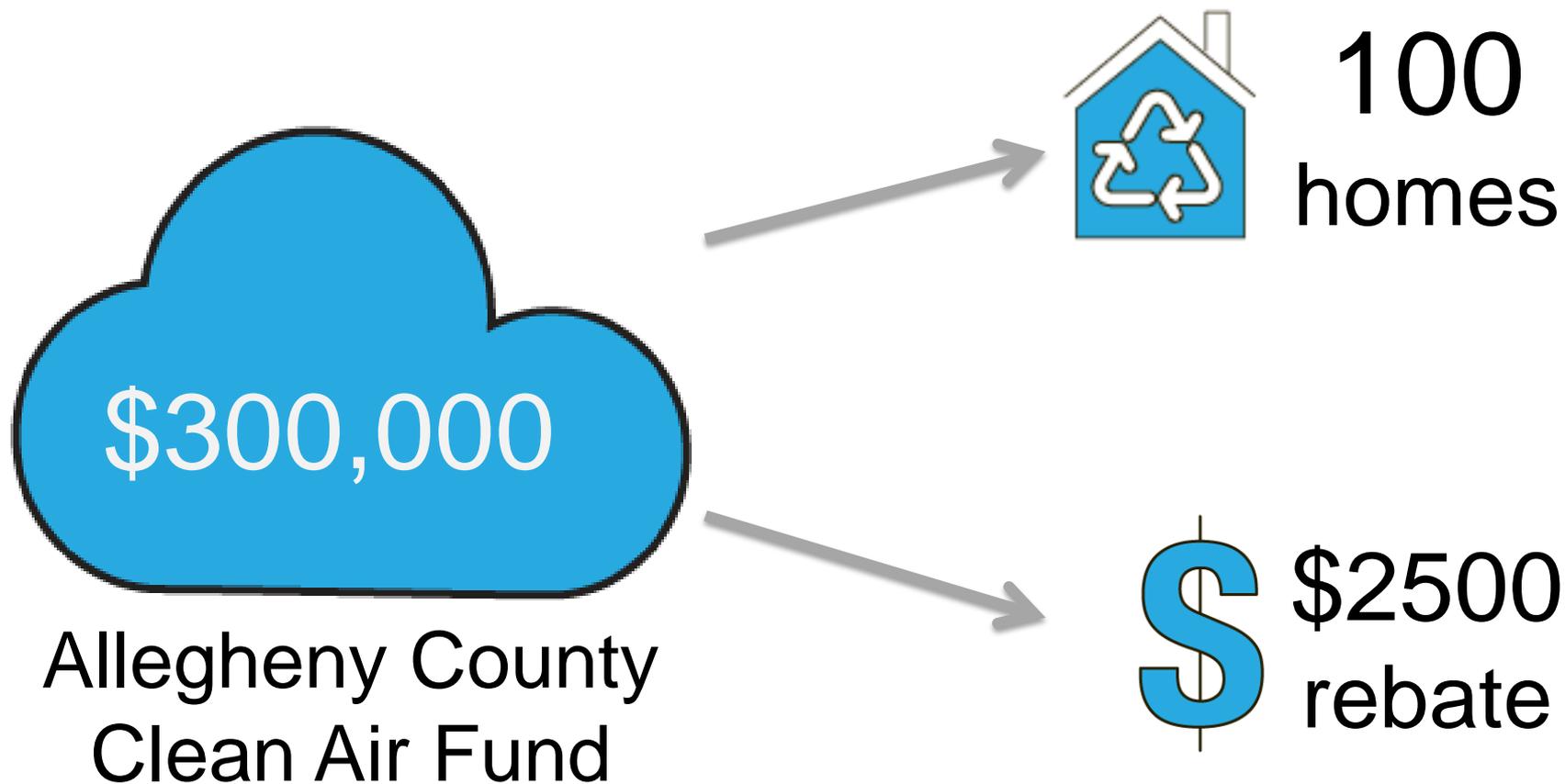
We all share common problems and opportunities. The ideas we generate for one will usually benefit all of us.

- Program Overview (5 minutes)
 - Tim Carryer, GTECH Strategies and ReEnergize Pittsburgh
- Questions and Answers (10 minutes)
 - Participants ask clarifying questions about the program
- Idea Generation (45 minutes)
 - Participants offer 2-3 new ideas/suggestions
- Host Report-out on Take-aways and Action Items (10 minutes)

reenergizepgh

Fueled by **g**tech

ACHD (Allegheny County Health Dept) Energy Efficiency Program



New story

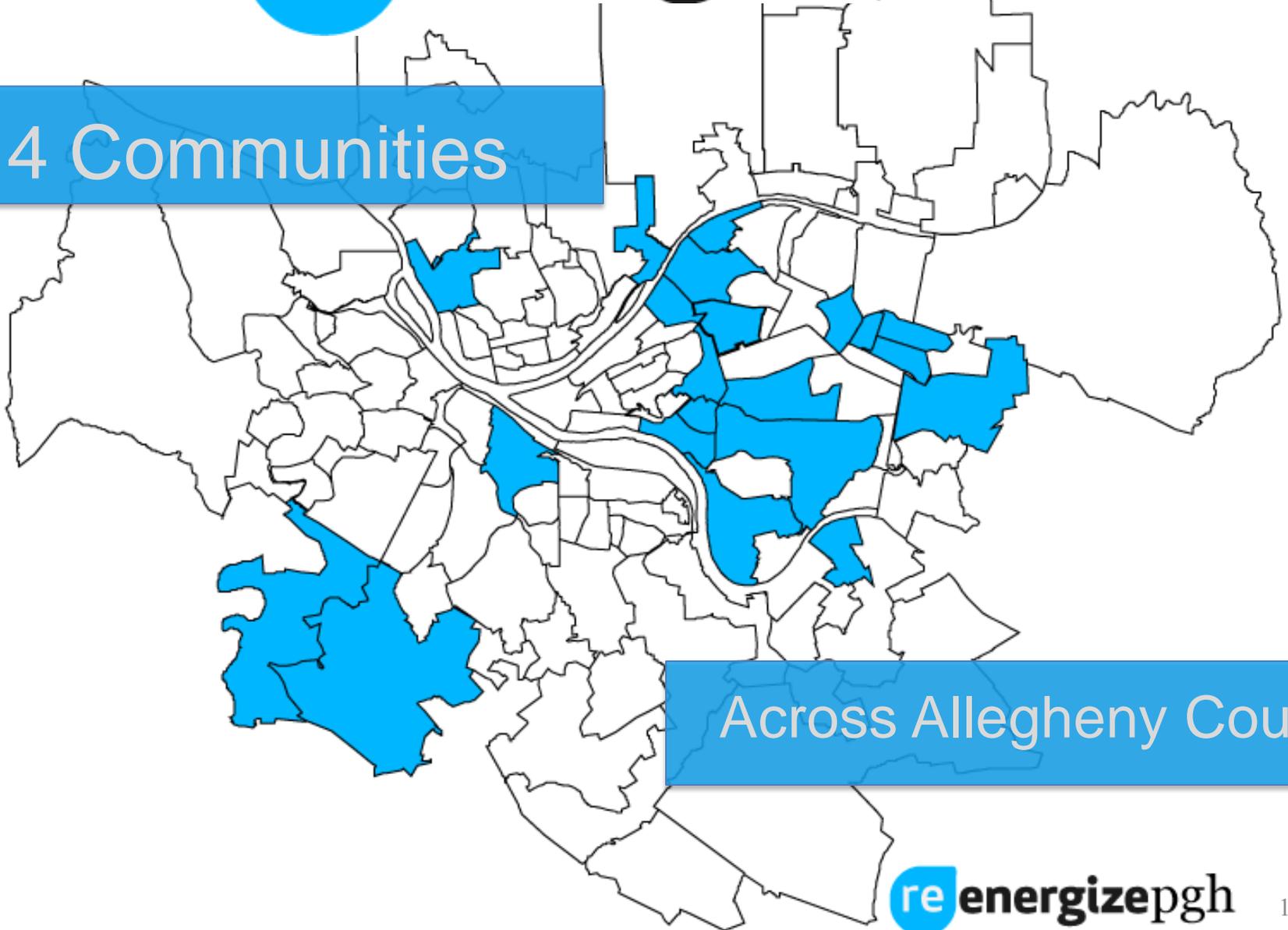
- Quality of life affected by indoor air quality
- Expand public awareness around air quality
- Pilot focused on Asthma sufferers
 - Reduction of “triggers”
- Link to outdoor air quality
- Emissions: NO₂, SO₂, CO₂, PM 10, PM 2.5

The Benefits

- Aligned resources: Funds will leverage existing financing and rebates.
- Ensure quality work: Building Performance Institute (BPI) certified contractors
- Help tip the market: Residents approved for Pennsylvania's low interest energy efficiency loan program, Keystone HELP, will be eligible for rebates

What is **reenergizepgh**

14 Communities



Across Allegheny County

Community Ambassador Program

- 16 Community Ambassadors
- Building local networks
- Community organizations
- All market sectors
- GTECH Monthly trainings
 - market strategies, presentations from industry coalition, network sharing, home performance

45,000

homes in ReEnergize Pgh communities.

59%

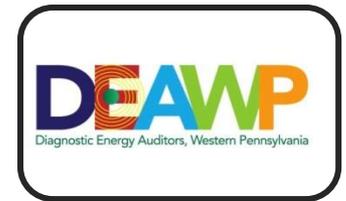
of homes were built prior to 1939

7%

of homes are in “good” condition

ReEnergize Coalition Partners:

Utilities, auditors/contractors, weatherization,
Govt, advocacy, academic... over 30 agencies



ReEnergize Coalition Partnership

Committees and partnership agreements

- Standards
 - Field audit tool – data sharing, referral management
 - Quality Assurance
 - BPI standards
- Greening the MLS
- Policy
 - PUC, ACT 129, electric utilities energy reduction mandate
 - Utility mergers
- Finance
 - County Health Dept
 - Research national models: on bill, revolving loan funds etc
- GTECH manages ReEnergize
 - Community outreach/marketing
 - Committees/partnerships

**Community Ambassadors and
Coalition Partners are...**

**FUELING ENERGY EFFICIENCY in
ALLEGHENY COUNTY**



Program Challenges

1. What do we need to create a pilot program that concentrates on the health effects of energy efficiency upgrades on existing homes (considering types of services, desired outcomes, measurement, etc.)?
2. How can we tell an upbeat, compelling, and credible story about energy efficiency and health that drives residential demand for the pilot project—and influences future policy to keep the program going?
3. What innovative funding, financing, and partnership opportunities can the health aspect of the program create?

Challenge 1

- What do we need to create a pilot program that concentrates on the health effects of energy efficiency upgrades on existing homes (considering types of services, desired outcomes, measurement, etc.)?

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- Draw on experience of existing energy and health programs
- Utilize social science research about health awareness and needs to craft effective messages
- Make a compelling case for home owners about how addressing energy efficiency will improve health
- Define your target market by home type/fuel type and health status
- Emphasize cost savings from health improvements (e.g., fewer visits to emergency room)
- Create an outreach document that shows how homeowners can use energy savings to pay for health improvements
- Use a home case worker to assess the home from both building science and health perspectives
- Develop an intake assessment to measure participant understanding of energy efficiency and health; use it to establish a baseline for ex-post evaluation
- Create a measurement toolkit (tools such as particulate meters are not normally in rater toolkit)
- Aggregate local, regional, and national data on health benefits of energy efficiency in a standardized format to share across organizations
- Capture data and use household comparisons, such as a dollar-for-dollar energy and health expenditure comparison for houses of similar type

What do we need to create a pilot program that concentrates on the health effects of energy efficiency upgrades on existing homes? (continued)



- Create a standard scope of work or protocol that addresses asthma triggers
- Talk to the Green and Healthy Homes Initiative (it has protocols, work standards, data collection standards, etc.) or visit it at: info@ghhi.org; it is currently in 20 cities and expanding to 60
- Encourage more state-level engagement and/or regional collaboration
- Find good champions (e.g., elected official or high-profile personality) for strong testimonials
- Leverage the Affordable Care Act, which allows doctors to write prescriptions for home health check-ups (e.g., to remove environmental toxins) which could be an outreach and funding source

Challenge 2

- How can we tell an upbeat, compelling, and credible story about energy efficiency and health that drives residential demand for the pilot project—and influences future policy to keep the program going?

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- Use case studies—such as Baltimore’s reduction in emergency room visits; seed TV news stories
- Get individual customer stories; they have proven to be extremely powerful tools (e.g., stories of children’s health improvement)
- Look internationally for stories or studies (e.g. data from New Zealand)
- Leverage partnerships by identifying credible institutions you are working with (e.g., a local children’s hospital)
- Emphasize work with senior citizens (e.g., testimonials about decreased dependence on home health aides)
- Use a block-oriented approach and emphasize local testimonials to neighbors
- Use affinity marketing—reach out to parents or homeowners to participate for the benefit of household members (e.g., children, elderly, or disabled)
- Use blog postings for outreach
- Create a celebration (e.g., the 25th or 50th home); create a buzz around it; keep it positive
- Conduct a tour of an upgraded home

How can we tell an upbeat, compelling, and credible story about energy efficiency and health that drives residential demand for the pilot project—and influences future policy to keep the program going? (continued)



- Use modeling to present the public health benefits; show a clear return on investment
- Use messaging about homes being a holistic extension of the homeowner; frame in terms of overall health
- Distribute information through doctors who can guide patients to the program as a strategy for improving health
- Create a YouTube video featuring a homeowner that has gone through the program—emphasize improvement to quality of life, then post links on social media or a newsletter

Challenge 3

- What innovative funding, financing, and partnership opportunities can the health aspect of the program create?

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- Programs can leverage coordinated care organizations and other institutions in the medical community (e.g., state health departments)
- Employers may see this as a strategy for improving efficiency; leverage Green and Health Homes data on reducing days off from work
- Partner with local health system to spread the word to subscribers of newsletters, etc.
- Investigate EPA funding (e.g., for radon mitigation) and other federal funds (e.g., FEMA)
- Investigate the ability to fund upgrades through health insurance
- Apply for grants from health insurance companies (e.g., leverage analysis of cost of retrofit vs. cost of treating asthma)
- Note that, for some partners, it is important to have research to back up the program: engage university social science programs or medical schools

Host Report-out on Take-aways and Action Items

- Everything is helpful
- It is important to start with one house and tell the story
- The program should explore home health score or rating systems; e.g., an “Energy Score for Health”
- We should leverage local health system and institutions as partners
- We should consider partnering with the Green and Healthy Homes Initiative and investigate other local, state, national, and international partnerships
- We can play a role in aggregating information to spread the story (emphasize borrowing and sharing)

- What measures should be included to address asthma (keeping in mind they will need to be measured and reported)? Pick all that apply
 - Moisture levels: 75%
 - Dust mites: 67%
 - Dust from carpets: 58%
 - Individual drafts in homes: 58%
 - Other: 17% (Habits of household members; combustion appliance zone testing)
- To which of the following should we tie rebates for deeper retrofits (while keeping the approach as simple as possible)? Pick all that apply
 - Indoor air quality improvements (e.g., particulate matter): 67%
 - The level of CFM (cubic feet per minute) reduction: 50%
 - Overall heating and cooling load reduction: 33%
 - Dollar amount borrowed: 17%
 - Other: 0%

Future Program Sustainability Call Topics



- Coordinating Energy Efficiency with Other Services, such as Radon, Noise, and Seismic Upgrades (Sept. 12, 12:30-2:00 PM Eastern)
- Community Readiness Assessments (October 10, 12:30-2:00 PM Eastern)
- Update on Trends in Real Estate and Energy Efficiency (November 7, 12:30-2:00 PM Eastern)

Please chat in other suggested call topics or email them to bbpeerexchange@rossstrategic.com