



The Better Buildings Neighborhood View

October 2012

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Better Buildings Partners Make the (Up)Grade

Homes across America are going to be a lot more comfortable this winter, thanks to [Better Buildings Neighborhood Program partners](#). As of June 30, 2012, program partners reported more than 26,500 home energy efficiency upgrades. Seven outstanding partners have reached the milestone of completing more than 1,000 residential upgrades each:

- [New York](#) (New York State Home Performance with ENERGY STAR)
- [Maine](#) (Efficiency Maine)
- [Southeast Energy Efficiency Alliance](#) (Worthwhile Investments Save Energy)
- [Michigan](#) (BetterBuildings for Michigan)
- [Portland, Oregon](#) (Clean Energy Works)
- [Boulder County, Colorado](#) (EnergySmart)
- [Los Angeles County, California](#) (Energy Upgrade California)

Program partners have also reported energy assessments completed on more than 104,000 homes, which should result in additional upgrades. What's more, partners report that energy efficiency upgrades have been performed on more than 22 million square feet of commercial building space. Visit the [Better Buildings Neighborhood Program website](#) to learn more about program partners and their approaches to bringing energy efficiency to neighborhoods across the country.

"It's blown my mind."

-Berry Keith, owner of Surplus Sid's and recipient of a SEEA WISE energy upgrade, which will pay for itself in 4 to 5 years.

Consumer Energy Tip

You can lower your hot water heating costs by setting the thermostat on your water heater to 120°F and still find your hot water to be comfortable enough for most uses. More tips are available in the U.S. Energy Department's [Energy Savers Guide](#).

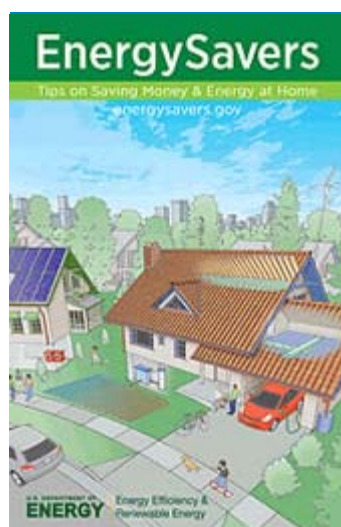
Driving Demand

EnergyWorks Grabs Attention in Calm and Stormy Weather With Intuitive Ads

There's an old saying in advertising that you have to hit a consumer at least three times with your message before it sinks in. To build brand recognition and mobilize residents to take action on energy efficiency upgrades, [EnergyWorks](#) of Philadelphia, Pennsylvania, created a three-phase approach to reach consumers with unique marketing tactics using a diverse array of media outlets.

To distinguish the program from a host of competitors in Philadelphia's





Related Events

[National Association of Energy Services Companies \(NAESCO\) Annual Conference](#)
November 7–9, 2012
New Orleans, LA

[Behavior, Energy and Climate Change Conference](#)
November 12–14, 2012
Sacramento, CA

[The Role of Green Preservation in Creating and Maintaining Sustainable Communities](#)
November 13, 2012
San Francisco, CA

[Greenbuild 2012](#)
November 14–16, 2012
San Francisco, CA

[Association of Energy Services Professionals National Conference](#)
January 28–31, 2013
Orlando, FL

[ACI National Home Performance Conference](#)
April 30–May 3, 2013
Denver, CO
Held in conjunction with the Better Buildings Neighborhood Program conference.

residential energy efficiency marketplace, EnergyWorks divided its messaging into three distinct phases in which each "pitch" built off the previous phase. During phase one, the program focused its advertising efforts on radio and weather-related websites to take advantage of people's moods during specific weather conditions. On hot days, for example, visitors to sites where EnergyWorks advertised were greeted by an animated banner enticing them with words such as "ice cream" and "central air." During this first phase of advertising, the EnergyWorks website accrued 15,000 visits.

In the second phase of its advertising campaign, EnergyWorks introduced a call to action, creating a sense of urgency in order to compel consumers to act on their immediate needs by introducing energy efficiency's benefits. Finally, in its third phase, EnergyWorks' advertising continued to emphasize the value and comfort of energy efficiency upgrades, but the program also introduced an educational component. Ads featured playful illustrations and simple definitions of technical terms such as "air sealing" and "insulation" in order to demystify the concepts associated with home energy efficiency improvements and address a common barrier to undertaking upgrades.

EnergyWorks' phased approach seems to be working well. The program has seen traffic to its website double—and the number of completed home energy assessments quadruple—since the marketing campaigns started. As of June 2012, the program had helped homeowners complete 954 energy efficiency upgrades. [Read more](#) about EnergyWorks' successful advertising strategies.

Innovation Nation

[Energize Phoenix](#) is recognizing super heroes in its community—but these heroes didn't need capes to make an impact. [Energy Saving Super Heroes](#) is an online portal where Energize Phoenix homeowners who have made home energy upgrades share their successes with their neighbors through videos produced by the program.



Sandy Jablonski, an Energy Saving Super Hero, shares her home energy upgrade experience.

Tools for Sharing Better Buildings

Explore High-Performance Building Case Studies in the U.S. Energy Department's Buildings Database

[The U.S. Energy Department's Buildings Database](#) collects information from

buildings around the world, ranging from homes and commercial interiors to large buildings and even whole campuses and neighborhoods, which can be used to build case studies and other helpful resources for interested users. The database provides detailed information on high-performance buildings, including their energy use, environmental performance, design process, finances utilized to complete projects, land use strategies, and more. Use the information in this database to inform potential customers on energy upgrades, or add information on an energy efficiency building project your program has completed. To input data, you can [register on the site](#), enter the data, and choose a template based on how you would like the information displayed. Projects in the database can also be featured on non-U.S. Energy Department websites, not only creating more opportunities to share information but also saving building designers and owners from having to provide the same information to multiple sources.

Reports Reading List

Looking to curl up with a good read this fall? The following is a list of recent reports that are relevant to Better Buildings Neighborhood Program partners and others interested in energy efficiency programs:

- [Energy Efficiency Job Creation: Real World Experiences](#), American Council for an Energy-Efficient Economy
- [Forum on Enhancing the Delivery of Energy Efficiency to Middle Income Households: Discussion Summary](#), State and Local Energy Efficiency Action Network
- [The Limits of Financing Energy Efficiency](#), Lawrence Berkeley National Laboratory

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