

The Better Buildings Residential Network hosts a series of Peer Exchange Calls for members to discuss similar needs and challenges, and to collectively identify effective strategies and useful resources. Following is a sample of lessons learned shared by members during Peer Exchange Calls held in fall 2014, with the call title and date listed. Full summaries of each call are available on the [Residential Network's Group on the Home Energy Pros website](#).*

▶ **Program Sustainability:**

Water conservation provides a broad set of quick fix approaches that programs can implement and leverage to quickly show energy and utility dollar savings. These immediate reductions entice homeowners to undertake larger energy efficiency improvements. Water conservation combined with energy efficiency can also help mitigate the split incentive dynamic in multifamily situations. Building owners often pay for water use, while tenants pay for energy use so measures to conserve both are attractive for both parties to implement.

- “*Coordinating Energy Efficiency With Water Conservation Services*,” September 11, 2014

Reaching out to affected residents after a disaster is a challenge since first-response efforts are focused on health and safety, not energy efficiency. Do not wait until a disaster has occurred to act. Proactively develop partnerships with organizations that will focus on the health and safety of residents in order to integrate energy efficiency into the rebuilding process.

- “*Incorporating Energy Efficiency into Disaster Recovery Efforts*,” October 9, 2014

▶ **Outreach:** Providing tailored marketing materials and flexible messaging are both helpful in effectively reaching diverse church communities. It is also useful to show congregation members that fees related to their own home energy assessments help low-income individuals’ receive home energy assessments. They are more likely to sign up for a home energy assessment if this is the case.

- “*Outreach to Faith-Based Organizations*,” September 25, 2014

▶ **Data and Evaluation:** Engage with the evaluation team early to help clarify the evaluation objectives and scope. This will result in an informative and useful evaluation report. Throughout the evaluation process, maintain an ongoing dialogue with evaluators, which can allow the program to address minor process deficiencies in real time. Once the evaluation report is complete, publicize it and demonstrate the program’s intent to improve processes where necessary.

- “*Making Evaluations Work for Your Program: Tips for Success*,” October 9, 2014

▶ **Financing and Revenue:** Crowd funding should be supplementary and support a specific project; it should not be a substitute for major capital.

- “*Crowd Funding: Enabling Small Investors to Help Fund Business Loans for Energy Efficiency Upgrades*,” October 23, 2014

Peer Exchange Calls are scheduled on the second and fourth Thursdays of the month from 12:30 to 2:00 p.m. and from 3:00 to 4:30 p.m. Eastern. The schedule is announced on the Better Buildings Residential Network Group on the Home Energy Pros website and in the *Better Buildings Network View* newsletter.

Topics include:

- ▶ Data and Evaluation
- ▶ Financing and Revenue
- ▶ Marketing and Outreach
- ▶ Multifamily and Low-Income Housing
- ▶ Program Sustainability
- ▶ Workforce/Business Partners
- ▶ Member Suggestions

“I...receive notice of the outstanding information sessions that the Better Buildings Residential Network provides, and participate in as many of them as I can... Thanks for making this excellent network possible!”

— John Terborgh
Efficiency Vermont,
Peer Exchange Call participant

For more information, contact bbresidentialnetwork@ee.doe.gov.

*DOE shares the items above as information, rather than endorsement.