

News from the Field

Explore New Community-Based Social Marketing Toolkit

One of the greatest challenges facing residential energy efficiency programs is engaging individuals to take steps to save energy. The Better Buildings Residential Network [Community-Based Social Marketing Toolkit](#) is a

resource for energy efficiency programs to increase the number of homes that are energy efficient.



Community-Based Social Marketing focuses on social science and data-driven, community-specific strategies to offer a powerful way for residential energy efficiency programs to apply resources effectively, increase participation rates, promote a greater understanding of the value of energy-efficient homes, and strengthen relationships with residents. The toolkit outlines the concepts of this type of marketing within the context of residential energy efficiency and includes practical guidance, resources, and examples. View [the toolkit](#).

Council of Multiple Listing Services Releases Home Energy Information Guide

Working with the U.S. Department of Energy's (DOE's) Home Energy Information Accelerator, the Council of Multiple Listing Services, a Residential Network member, has published the [Home Energy Information Guide](#) with the National Association of REALTORS® and



Real Estate Standards Organization.

The guide assists real estate professionals in understanding how to provide home energy information and can facilitate multiple listing services' delivering verified data. It was created as the first step in meeting the public's demand for home energy information while observing industry compliance standards.

June 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:

June 22

Car Talk: Electric Vehicles and Residential Energy Efficiency

1–2:30 p.m. ET

[Register now](#)

June 29

According to the Demand Institute's Housing Satisfaction Gap Report, as many as 70% of households now consider energy efficiency to be important, providing a significant opportunity for the real estate industry to make the value of efficiency investments visible to homeowners and buyers. [Learn more.](#)

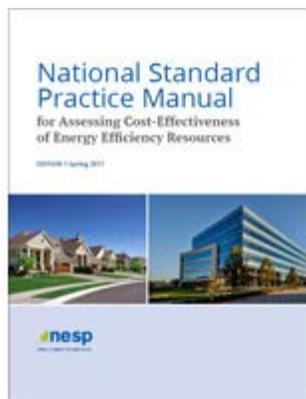
Elevate Illustrates the Value of High-Performance Homes

Elevate Energy (Chicago, Illinois), a Residential Network member, recently shared [an infographic](#) demonstrating the benefits of a high-performance home. The organization shared this infographic as part of its [Value for High-Performance Homes Campaign](#), which aims to make energy efficiency upgrades more visible and demonstrate the value of efficient homes in the single-family housing market. The campaign encourages energy efficiency advocates; real estate professionals; home owners, sellers, and buyers; high-performance builders or contractors; appraisers; underwriters; and lenders to engage in this topic. Learn more on [the website](#).



New Manual Offers Customized Approach to Cost-Effectiveness

In May 2017, E4TheFuture and the National Efficiency Screening Project published the [National Standard Practice Manual](#) (NSPM), which guides regulators on how to develop their own cost-effectiveness tests of utility customer-funded energy efficiency programs. Assessing the cost-effectiveness of resources such as efficiency involves comparing the costs and benefits of such resources with other resources that meet energy and other applicable objectives.



Historically, energy efficiency has been assessed through integrated resource planning processes or via standard tests defined in the California Standard Practice Manual. Rather than recommend that everyone use the same standard tests, the NSPM suggests that each jurisdiction should develop its own primary cost-effectiveness test to reflect its guiding policies and offers core principles and a systematic process to do so.

Marty Kushler of the American Council for an Energy Efficient Economy (ACEEE), a Residential Network member, co-authored the

Community-Based Social Marketing: Using Social Science and Data to Change Behavior

1–2:30 p.m. ET
[Register now](#)

July 13

Resilience and Energy Efficiency in Low-Income Communities

1–2:30 p.m. ET
[Register now](#)

July 20

Bull's Eye: The Advantages of Targeted Marketing

1–2:30 p.m. ET
[Register now](#)

July 27

Making Program Evaluation Work for You

1–2:30 p.m. ET
[Register now](#)

Find the Latest Peer Exchange Call Summaries

Review recent call summaries:

- April 20, 2017
[Two Is More Than One: Leveraging Strategic Partners](#)
- April 13, 2017
[The Ultimate Retrofit: Zero-Energy-Ready Homes](#)
- April 6, 2017
[Master Key: Unlocking Innovative Approaches to Program Design](#)

Residential Program Solution Center Spotlight



Q: How can we better promote

manual with four other national energy efficiency experts. Download the [full manual](#).

Connecticut Green Bank Shares Upgrade 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 DOE is the only requirement for 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 [Connecticut Green Bank](#) for reporting the following accomplishments in fiscal year 2016: 1,060 energy upgrades; \$31,480,007 financed for energy upgrade projects; energy savings of 7,025 kilowatt-hours; and annual energy cost savings of \$1,180,345.

Meet the Members

Residential Network Starts the Summer with New Members

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

- [Ecobee](#) (Toronto, Ontario)
- [Pima County Development Services Department](#) (Tucson, Arizona)



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

Resource Corner

Heat Up Your Reading List

- ["4 Technologies Driving Energy Efficiency Jobs"](#) (Office of Energy Efficiency and Renewable Energy blog, May 2017)

our financing options?

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

Related Events

[2017 American Society of Heating, Refrigeration, and Air-Conditioning Engineers Annual Conference](#)

June 24–28, 2017
Long Beach, California

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

October 15–18, 2017
Sacramento, California

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

Social Media Spotlight



Residential Network member the Midwest Energy Efficiency Alliance [promoted Chicago's #7 ranking](#) on the ACEEE City Energy Efficiency Scorecard. ACEEE shared several other images celebrating high-ranking cities, including top-ranked Boston, Massachusetts.

- [“Greening the Triangle Multiple Listing Services \(TMLS\): Seeking Value for Energy Upgrades in North Carolina’s Existing Homes”](#) (*Home Energy* blog, May 2017)
- [The 2017 City Energy Efficiency Scorecard](#) (ACEEE, May 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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