City of Omaha Stats
- Founded: 1854
- Current Mayor: Jim Suttle
- City Population#: 408,958 (42nd largest city)
- Greater Omaha Population#: 1.2 Million within 50 miles
- Five Fortune 500 companies
- Many Historic Neighborhoods
- "Best Bang for the Buck City"*
- "America’s Fastest Recovering City"*

City of Lincoln Stats
- Founded: 1856
- Current Mayor: Chris Beutler
- City Population#: 258,379
- Capital of Nebraska
- Home to University of Nebraska
- Many Historic Neighborhoods

* US Census, 2010
* Forbes Magazine, 2009
Driving Consumer Demand to Transform the Energy Upgrade Market

- Access to Quality Consumer Information
- Access to a Skilled Workforce
- Access to Financing
Grant Persona

• Focused on how consumer market demand can drive consensus on workforce qualifications and alignment of multi-agency and grassroots efforts

• Ambitious
  – ~3,200 residential evaluations & upgrades
  – 260 commercial and non-profit evaluations
  – Striving for 25% energy reduction
Grant Persona

• Streamlined
  – Standard Contract Requirements
  – Capability and Capacity Standards
• Being the Change We Want to See in the World
  – Full diagnostic energy evaluation
  – Strengthening collaboration between organizations
  – Importance of a Living Wage
Omaha Start Zone
Lincoln Start Zones

Lincoln 1

Lincoln 2

Lincoln 3

Lincoln 4
Framework for a Dynamic Approach

Incorporating deliberate and iterative learning for continuous process improvement

Stage 1
Stage 2
Stage 3
Stage 4
Stage 5
New Plateau of a Catalyzed Market

Level of Program Refinement

Time

Baseline
Target Markets

- Consumer
- Evaluators & Energy Upgrade Contractor
- Stakeholders
  - Leverage Partners
  - Grassroots Organizations
  - Community Influencers
  - Elected Officials
  - Others…
Participant Navigator

Holistic approach

ID most cost-effective solutions

Streamlined the process

Pre-Qualified Evaluators and Upgrade Contractors

Quality Assurance & pre-/post-evaluations

Striving for 25% reduction

Brings value to your home
Orientation

- In Person
- Via Webinar
- On-Line
Healthy Home Review

- Visual Checklist Inspection of home by trained Healthy Home Inspectors
- Identify issues that will preclude a successful energy upgrade
- Identify issues that can be referred to other community based service organizations
Home Energy Score

- In late 2010, the reEnergize Program was invited to pilot the DOE’s new Home Energy Score
- Incorporating the Home Energy Score checklist into the Energy Evaluation process
- Exploring market-building concepts related to Home Energy Score, including:
  - Highlighting via MLS
  - Point of Sale Reporting
  - Certificates provided
  - Participants will have option for disclosure
Key Lessons Learned

• Speak (and write) with an authentic voice
• Navigators can help keep the process moving
• Everyone has a “bad” contractor story
• Must emphasize the value beyond the financial incentive