Going Deep
Green: A Whole House Approach

Lessons Learned
The SustainableWorks Story

• Who We Are/Our Model
• Accomplished
• Lessons Learned

• There is NO Silver Bullet
• What has worked for SustainableWorks may not work for you
• Formed in 2006
• Based in Puget Sound and Spokane, WA
• Non-Profit General Contractor
• Triple-bottom Line Mission
• Community Engagement and Traditional Marketing
• Full-Service Approach Focused on Removing Barriers
• Workforce Development
Our Accomplishments:

• 2900 Homeowners Engaged

• 1630 Home Energy Audits

• 565 Completed Retrofits

• 2,700,000 KwHs Saved

• 788 Tons of Carbon Reduced Annually

• 195 FTEs Created
Lessons Learned: Building Demand

There is no Silver Bullet

• Assumption 1: If we remove the financial barriers, and make efficiency easy to access, everyone is going to want a retrofit.

• Reality: It’s difficult to sell (or even give away) what people don’t know they need.
Lessons Learned: Building Demand

There is no Silver Bullet

Solution: Multi-Touch Combination of Community Engagement and Traditional Marketing
Lessons Learned: Building Demand

There is no Silver Bullet

Characteristics of an Ideal SW Community

• Percentage of Homeownership
• Percentage of Homes pre-1980
• Existing Community Capital
• Local Government Support
• Utility Support
Lessons Learned: A Full-Service Approach

Affordability
We help you pay for the project.

Coordination
We manage your project from start to finish.

Your Home

Increased Comfort & Health
Your family enjoys a cozier, warmer home.

Lower Utility Bills
Using less energy means more money in your pocket.

Building Community
We create local jobs and build stronger neighborhoods.

Smaller Carbon Footprint
Your newly energy-efficient home is friendlier to the environment.
Lessons Learned: Bundling

• Advantages of Bundling/Bid-Packs:
  • Marketing
  • Carbon Reduction
  • Economies of Scale
  • Maximizes Efficiencies

• Challenges of Bundling/Bid-Packs:
  • Slows Down Construction (2-4 weeks)
Lessons Learned: Financing

• Assumption: Low-interest, accessible financing will drive demand in low to moderate income populations.

• Reality: This alone does not overcome the barriers facing the housing poor.
Lessons Learned: Financing

• Zero-Percent
  • Marketing
  • $2300 in saved interest vs $2000 direct incentive
  • Resulted in larger contracts with the same rate of investment. Encouraged homeowners to achieve a deeper green.

• Financing: Not Just for Customers
  • Financing needs to support the contractor and the program thru retrofit completion.

Puget Sound | Cooperative | Credit Union
Lessons Learned: Workforce

Finding the Unicorns

Assumption: Pre-existing workforce will be easily trained to meet energy efficiency program needs.

Reality: Difficult to find workers with knowledge in all the relevant trades AND with necessary soft skills.

- Auditing Energy Consultants
- Weatherization
  - Lack of current trained workforce
  - No formal on the job training
- Lack of the “Right” Training
Lessons Learned: Program Delivery

• Under Promise, Over Deliver
• Our Difference is Value
• Industry Standards: Energy Performance Score
• Get as Many Ducks in a Row as Possible