Agenda

- Call Logistics and Introductions
- BBRN and Peer Exchange Overview
- Featured Participants:
  - Cynthia Adams, LEAP – Virginia (*Residential Network member*)
  - Liz Robinson, Energy Coordinating Agency of Philadelphia
- Discussion:
  - What are different ways that residential energy efficiency programs work with, for, or as utilities?
  - What can programs and utilities offer each other?
  - How does the institutional setting for an energy efficiency program influence program design and implementation?
Participating Programs and Organizations

- American Council for an Energy-Efficient Economy
- Civic Works (Retrofit Baltimore)
- Clean Energy Coalition
- Clean Energy Finance and Investment Authority
- Craft3
- Davis Energy Group
- Ecolibrium3
- Economic Opportunity Studies
- Efficiency Vermont
- Efficient Windows Collaborative
- Energy Coordinating Agency
- ICAST
- Local Energy Alliance Program–Virginia
- Midwest Energy Efficiency Alliance
- Natural Resources Defense Council
- NeighborWorks of Western VT
- Nexus Energy Center (AlabamaWise)
- NYSERDA
- Southeast Energy Efficiency Alliance
- Snohomish PUD
- UNC Chapel Hill Environmental Finance Center
- Washington State University Energy Program
- Wisconsin Energy Conservation Corporation
Better Buildings Residential Network

- **Better Buildings Residential Network**: Connects energy efficiency programs and partners to share best practices to increase the number of American homes that are energy efficient.
  - **Membership**: Open to organizations committed to accelerating the pace of existing residential upgrades. Commit to providing DOE with annual number of residential upgrades, and information about benefits associated with them.
  - **Benefits**:
    - Peer Exchange Calls
    - Tools, templates, & resources
    - Newsletter updates on trends
    - Recognition: Media, materials
    - Optional benchmarking
    - Residential Solution Center

For more information & to join, email **bbresidentialnetwork@ee.doe.gov**.

- **Better Buildings Residential Network Group on Home Energy Pros**
  Join to access:
  - Peer exchange call summaries and calendar
  - Discussion threads with energy efficiency programs and partners
  - Resources and documents for energy efficiency programs and partners

Better Buildings Residential Network

Group on Home Energy Pros Website

Information

The Better Buildings Residential Network connects energy efficiency programs and partners to share best practices and learn from one another to increase the number of American homes that are energy efficient.

Website: http://betterbuildings.energy.gov/bbrn

Latest Activity: 8 hours ago

Join the conversation in the discussion forum below. You can use the ‘Follow’ link at the bottom of the forum to receive an email whenever a new discussion is posted.

Open the table of contents below and follow the links to access topical materials and resources.

Helpful Links
- Table of Contents
- Better Buildings Residential Network
- Better Buildings Neighborhood Program Website
- Home Performance with ENERGY STAR
- Home Energy Score

Discussion Forum

Attended Today’s Peer Exchange Calls on Program Sustainability and an
Workforce
Don’t miss today’s calls. “Collaborating with Utilities on Residential Energy Efficiency” begins at 12:30 p.m. Eastern, and “Engaging Efficiency First Chapters and Other Trade Associations in Energy Efficiency Programs” begins at 3:00 p.m. Eastern. Confirm
Tags: Peer Exchange Calls
Started by Better Buildings Support 5 hours ago.

Register for Upcoming DOE Webinar About On-Site Financing
Sign up to attend the DOE State and Local Energy Efficiency Action Network (SEE Action) webinar, “Case Studies: Financing Energy Improvements on Utility Bills,” taking place June 11, 2014, from 2:00 to 3:30 p.m. Eastern. To learn more on this topic, visit

Tools
Better Buildings Network View
Peer Exchange Call Schedule and Archival
Peer Exchange Archive
Marketing and Outreach
Peer Exchange Archive Membership Information

Latest Activity

- What brings you here?
- Taskbar has an ornament on classic windows blog post
- Does Abraham want? An auditions review
- “I would like to begin with a disclaimer that I am an Aerial contractor. One of the
- 16 minutes ago

T.A. Alexander posted a blog post
- So many homes have fiberglass insulation
- that is poorly installed in New Hampshire
- and elsewhere
- Using existing of existing homes it is typical to see moisture patterns of
- surfaces temperatures with
- 1 hour ago

Entry Level Solar Photovoltaics at
Celtic, MA
September 30, 2012 to
Peer Exchange Call Series

- There are currently 6 Peer Exchange call series:
  - Data & Evaluation
  - Financing & Revenue
  - Marketing & Outreach
  - Multifamily/ Low-income Housing
  - Program Sustainability
  - Workforce/ Business Partners

- Calls are held the 2nd and 4th Thursday of every month at 12:30 and 3:00 ET

- Upcoming calls:
  - Workforce: Engaging Efficiency First Chapters and Other Trade Associations in Energy Efficiency Programs (June 12)
  - Multifamily/Low-income: Cost-effective Modeling and Savings Projections for Multifamily Projects (June 26)
  - Marketing and Outreach: Stakeholder Mapping: Learn How to Identify Leaders, Target Audiences, and Gaps in Your Outreach (June 26)
  - Program Sustainability: Incorporating Behavior Change Efforts into Energy Efficiency Programs (July 10)

- Send call topic ideas or requests to be added to additional call series distribution lists to peerexchange@rossstrategic.com.
Participant Poll Results

- What best describes your program's relationship to a utility?
  - Program coordinates with a utility: 60%
  - Little/no relationship with a utility: 13%
  - Not applicable: 13%
  - Program operates under contract with a utility: 7%
  - Program is housed at a utility: 7%
Program Experience: Local Energy Alliance Program (LEAP) Virginia *(Residential Network member)*
How LEAP Interacts with Utilities: An Evolving Process

Cynthia Adams,
Executive Director, LEAP
Success = Synergistic Relationship

1. Utilities sit on LEAP’s Governance Board
2. Help them with their community PR events (e.g., help identify a space, invite VIPs, and we show up)
3. Participate in stakeholder work sessions on DSM and IRP
4. Testify in support of their EE programs at PUC hearings
5. Apply for grants from their foundations for EE related outreach campaigns
6. Work as a contractor in their rebate programs
7. Partner with other companies to submit proposals to their RFP’s
8. Pilot new programs with them
9. Help them establish rebate structures through sharing data
10. Team with them to apply for grants
LEAP was involved as a stakeholder early in the utility’s residential EE program development process, due to an RFP requirement.

LEAP was in no position to compete with the utility in terms of funding, so had to find a way to cooperate.

LEAP and the utility worked together to restructure the residential EE program in order to score better on cost-effectiveness.

LEAP provided a turnkey backend – cutting the checks, providing contractor training, and managing the contractor database.
When contractors did not run with the initial home check-up program, LEAP began an earnest education and outreach campaign.

1300 home energy check-ups later, that program has been a lifeline in generating program funding.

The key to success was a good working relationship with the utility at the staff level.

- Individuals may care very passionately about EE – find and connect with those who have similar goals and vision.
Program Experience: Energy Coordinating Agency of Philadelphia
ECA has been instrumental in laying the groundwork for a clean energy future for all in the Philadelphia region. Help us continue to make every community more sustainable.

Knight Training Center Named IREC Training Program of the Year

Liz Robinson, Energy Coordinating Agency, Philadelphia, PA
PA has had a statewide requirement to provide EE/weatherization services for low-income for 15 years
  - This was the basis for EnergyWorks residential program
At the end of the EnergyWorks grant period, the program partnered with the local utility to design a new utility-funded program to continue the work
EnergyWorks role changed to being an approved contractor, which gave it more flexibility
The utility is able to provide bigger incentives than EnergyWorks could
Outside of Philadelphia, standards inform EE program design resulting in less flexibility
Lessons Learned – ECA - PA

- Consumers are interested in comfort first and bill reduction second
- Understanding how EE can solve a financial, public relation, or customer service problem for the utility is the right place to start
  - E.g., For utilities that have significant low-income populations and bill payment problems, EE for that customer group is financially positive
- Utilities are interested in conservation programs because it creates customer loyalty - customers want these programs - but it has to be done well
  - Grow the market and support market transformation through customer demand by delivering excellence
Discussion Questions

- What are different ways that residential energy efficiency programs work with, for, or as utilities?
- What can programs and utilities offer each other?
- How does the institutional setting for an energy efficiency program influence program design and implementation?
The landscape for utilities is changing rapidly; 111D will dramatically accelerate demand for EE programs.

There are challenges with assigning and taking credit for EE and customer satisfaction – utilities want to own and be the knowledge base for their customers.

Also issue around who bears the cost for training:
- Utilities are requiring the new standard for contractors that do work for them but some do not pay for training; low-income EE programs providing training are concerned market rate programs will pull these contractors away with higher salaries and benefits.
Contractors that have worked in low-income bring a skill set not seen outside of that group

Every home performance contractor should work on the low income side to gain insight on envelope improvements and achieving significant results versus a focus on HVAC and systems improvements.
The program–utility relationship should be one in which both parties benefit

Agreeing on the facts and the language is particularly important – a 3rd party facilitator can be essential for this
- This can help to overcome the barrier of utilities that want to market themselves

Get to know individuals over time in an indirect relationship - serve alongside and demonstrate your own competency and goodwill
A key to working with utilities is adaptability – the relationship must evolve over time as opportunities change.

- The environment within which utilities operate is constantly evolving and the need for EE services will be part of that.
- Staying opportunistic on both sides keeps the communication lines open.

Another key is developing trust – the utility must understand what your value is to them and how you can align your goals.
Future Program Sustainability Call Topics

- Incorporating Behavior Change Efforts into Energy Efficiency Programs (July 10)
- Mastermind (August 14)
- Coordinating Energy Efficiency with Water Conservation Services (September 11)

If you would like to share your experiences on a call or have other ideas for a call topic, contact peerexchange@rossstrategic.com.