Better Buildings Neighborhood Program Peer Exchange Call: Administering Non-profit Energy Efficiency Programs

Call Slides and Summary

March 14, 2013
Agenda

• Welcome and Introductions
  - What are important questions or challenges you have related administering energy efficiency programs as a non-profit?

• Potential Discussion Topics:
  - Running a nonprofit like a for-profit for program sustainability
  - Working collaboratively with utilities and other partners
  - Accessing scarce community and foundation funding
  - Building adequate internal capacity

• Future Program Sustainability Calls
Participating Programs

- Alabama
- Baltimore, MD
- Cincinnati, OH
- St. Lucie, Florida
- Long Island, NY
- Missouri
- New Hampshire
- New Orleans, LA
- Oregon
- Seattle, WA
- Wisconsin
Discussion: Revenue Streams and Sustainability

• Revenue sources programs are pursuing (or thinking about) include:
  ▪ Subscription and other fees for contractors (Wisconsin, Alabama, St. Lucie, Cincinnati)
  ▪ Grants—leveraging improvements in indoor air quality and greenhouse gas emissions (Long Island) and leveraging benefits for municipal housing (Cincinnati)
  ▪ Foundations (Alabama)—leveraging work in low income housing; partnering with churches
  ▪ Franchise model for other cities (Cincinnati)

• Key messages for seeking external funding include:
  ▪ Jobs benefits (e.g., for local contractors)
  ▪ Track record of success
  ▪ Workforce development (e.g., a jobs “pipeline”)
  ▪ Health benefits
Discussion: Working with Utilities

• Challenges
  ▪ Common understanding of who “owns” the customer relationship; in some cases programs may need to sacrifice their own brand and operate “behind the scenes” of the utility brand
  ▪ In Oregon, even though on-bill repayment is authorized, it has been hard to get utilities to put the tariffs on utility bills
  ▪ Customer confusion can result when utilities and energy efficiency programs are offering similar but uncoordinated programs in the same market

• Opportunities
  ▪ Programs often have more flexibility than utilities; for example, programs can advocate for fuel switching, but utilities often can’t
  ▪ Utilities are often constrained in how they can use their brands, and programs can use their brands to extend the reach of energy efficiency

• Seattle, WA and Long Island, NY are successfully co-branding with utilities
Future Program Sustainability Call Topics

Program Sustainability calls will be on Thursdays from 12:30-2:00 PM on the dates below

• Program Sustainability Mastermind Session (today at 3:00 PM Eastern)
• Unique Fee-For-Service Revenues (April 11)