



BetterBuildings Low Income Peer Exchange Call

Featuring: Case study on integration of income-qualified programs into Michigan's BetterBuildings program

Call Slides and Discussion Summary

April 14, 2011

- Call logistics and Roll Call
- Case study on integration of income-qualified programs into Michigan's BetterBuildings neighborhood sweeps – Sally Talberg, Manager of Program Design and Implementation, Michigan Saves
- Q&A and discussion
- Next steps
 - Future call topics
 - Call frequency, format, etc.

Participating Grant Programs



- Greensboro, NC
- Nashua, NH
- Oakland, CA
- Omaha, NE
- Sacramento, CA
- San Jose, CA

- Participation Numbers
 - What is the issue? Stigma? Other issues?
 - Can messaging help?
- How can you find the sweet spot for partner/local organizations?
- How can you integrate the local organizations into the sweep effort?
- How can you streamline the sweep with the demand generated by the sweep with the ability of the local organizations to execute the work?
- Have to address shutdowns/budget/agency personnel issues?

Discussion Summary: Lessons Learned

- Linking CAP/WAP with BB funds: Can you count the units if you marry the funds and in aggregate you net 15%?
 - Yes – Omaha (appliances) and MI(utilities) have linked
 - Omaha can share its draft RFP with a local weatherization group
 - MI has some contracts including measures/restrictions it can share
- Linkages to other structural/environmental complications, e.g., asbestos abatement, knob/tube wiring, lead
 - Limitation is spending limit on addressing this, which hurts the ‘leveragability’ or raises the barrier to participation
 - Effort underway in NE to identify pre-screening factors (healthy home review) and link to referral programs to help with the cost of the barrier
 - Americorps volunteers help with the healthy home review: Checklist of about 15 items and visual inspection (HUD ‘one touch process’). Checklist is being tested until June
 - Typically the first point of contact in the participants home; they can prep the homeowner for the process of the energy rater.
- Contractor guidelines – They help!

Discussion Summary: Future Topics

- How to engage and integrate the low-income community and those just below
 - Strategies that bootstrap on existing community organizations
 - What messaging is getting the best impact?
 - Community Labor United (Boston, MA) is doing work with uptake in ethnic enclaves
- Pairing Healthy Homes with BetterBuildings; “one-touch” green and healthy home initiatives
 - Strategies for targeting specific elements of housing stocks (e.g., healthy homes)
 - How to engage the health community in the outreach work
 - How to go deeper into retrofits by linking with other programs
- Financing that target low-income communities
 - Identify models and resources, especially any existing models that already exist in communities
 - GreenForAll has information brochures targeted for banks
 - Rebate product pilot (interest from Multi-Family Peer Exchange) - How to merge BetterBuildings and weatherization assistance into subsidized multi-family projects?