

News From the Field

New Lessons Learned: Peer Exchange Call "Greatest Hits" Out Now

The latest in a series of [Lessons Learned: Peer Exchange Call](#) "greatest hits" summarizes top marketing and outreach takeaways from Better Buildings Residential Network members during spring 2015 Peer Exchange Calls:



- Effective marketing of multifamily upgrades depends on whether the decision maker is a tenant or building owner. Tenants are more concerned with issues, such as reduced noise, enhanced comfort, and lower energy bills. Owners are more concerned with enhanced marketability of a unit (e.g., the aesthetics of installing new window treatments).
- Stand-alone outreach events, such as workshops, can have difficulty attracting people to a venue just for that event. Instead, focus on leveraging pre-existing events and community groups to educate people.

The Residential Network hosts a series of Peer Exchange Calls for home performance professionals to discuss similar needs and challenges and to collectively identify effective strategies and useful resources.

Read the [full document](#) for more greatest hits from marketing and outreach Peer Exchange Calls.

Home Upgrade Program Accelerator Seeks New Partners

The U.S. Department of Energy's (DOE's) [Better Buildings Home Upgrade Program Accelerator](#) is looking for additional residential energy efficiency programs to help demonstrate best practices



October 2015

In This Issue

- [New Lessons Learned: Peer Exchange Call "Greatest Hits" Out Now](#)
- [Register for Upcoming Peer Exchange Calls](#)
- [Home Upgrade Program Accelerator Seeks New Partners](#)
- [Home Energy Score Benefits Colorado Program for Homebuyers, Sellers](#)
- [DOE Is Seeking Information on Sensor and Control Technologies](#)
- [Public Utilities and Local Governments Join the Residential Network](#)
- [Discover New Energy Efficiency Trends and Opportunities](#)

JOIN THE
RESIDENTIAL
NETWORK »

Peer Exchange Calls

All are invited to take part in these topical calls that are more discussion than webinar and serve as a forum to ask questions and bounce ideas off peers. Register directly below:

October 22

Programs and Contractors—Top Tips for Successful Relationships (101)

1:00–2:30 PM ET

[Register now](#)

related to optimizing operations, such as adopting common data standards (e.g., HPXML) to enable streamlined data exchange. Administrators will work through this Accelerator to bring services to more homes across the country, by minimizing costs associated with managing and operating energy upgrade programs while improving overall program effectiveness.

Six of the eight current Home Upgrade Program Accelerator Partners are also Residential Network members:

- [Build It Green](#)
- [Building Performance Institute](#)
- [Enhabit \(Formerly Clean Energy Works\)](#)
- [Midwest Energy Efficiency Alliance](#)
- [NeighborWorks of Western Vermont](#)
- [New York State Energy Research and Development Authority](#)

Review the [fact sheet](#) and [webinar](#) for information about the benefits, commitments, support, and promotional opportunities involved with joining the Better Buildings Home Upgrade Program Accelerator, or get in touch by sending an email to [Better Buildings Support](#).

Colorado Uses Home Energy Score to Help Homebuyers and Sellers Value Energy Efficiency

Colorado became the second state to offer DOE's [Home Energy Score](#) statewide in September through its [Better Buildings Colorado](#) program.

Colorado joins Connecticut, which began offering the score statewide in [April 2015](#), and other states are expected to follow next year. The Home Energy

Score, similar to a vehicle's miles-per-gallon rating, helps homeowners and homebuyers understand how much energy a home is expected to use and provides suggestions for improving its energy efficiency.

Better Buildings Colorado is uniquely integrating the Home Energy Score into real estate transactions by helping agents encourage consumers to invest in energy efficiency at an opportune time—when they buy or sell a home. Colorado real estate agents can attend [free Home Energy Score trainings](#) in exchange for continuing education credits. Better Buildings Colorado is also working to make energy information visible and understandable on home real estate listings shared through the multiple listing service.

“Until now, a home’s energy efficiency benefits were difficult to



October 29

Ghosts in the Attic—Horror Stories from the Field (What to Do When Things Go Wrong) (201)
1:00–2:30 PM ET

[Register now](#)

November 5

Baby It’s Cold Outside: Best Practices for Chilly Climes (101)
1:00–2:30 PM ET

[Register now](#)

November 12

Driving Accountability for Program Performance Using Measured Energy Savings (201)
1:00–2:30 PM ET

[Register now](#)

November 19

The Energy-Water Nexus and What It Can Do for Your Residential Program (301)
1:00–2:30 PM ET

[Register now](#)

December 3

Shark Tank: Residential Energy Efficiency Edition—Episode #2 (301)
1:00–2:30 PM ET

[Register now](#)

Find the Latest Peer Exchange Call Summaries

Readers can now review summaries from the following recent calls:

- September 24
[Incorporating Energy Efficiency Into Multifamily, Affordable Housing Rehabilitation Projects \(201\)](#)
- September 10
[The Other 15%: Expanding Energy Efficiency to Rural Populations \(301\)](#)

quantify and compare,” said Tyrone Adams, chief executive officer of the Colorado Association of REALTORS®. “A Home Energy Score provides homebuyers a chance to evaluate a home’s efficiency features before they buy so they can make the most knowledgeable decision in one of the biggest investments in their life.”

To sweeten the deal at time of purchase or refinance, Colorado is the first state to tie financial incentives directly to the Home Energy Score by offering \$750 for every one-point improvement a homeowner borrowing to finance energy upgrades earns, up to \$3,000 for a four-point increase. The state hopes these financial incentives will attract more borrowers who are interested in making improvements they otherwise could not afford or might overlook.

In addition to targeting the real estate and home improvement markets, Better Buildings Colorado is coordinating with utilities and energy efficiency programs across the state to offer the score in conjunction with energy assessments at no additional cost to utility customers.

[Read more](#) about Better Buildings Colorado’s efforts to use the Home Energy Score to encourage upgrades.

DOE's Building Technologies Office Seeks Sensor and Control Technology Information

DOE’s Building Technologies Office (BTO) has released a Request for Information to gather material from the public concerning sensor and control technologies that can be used to monitor and optimize energy performance and comfort in homes. In particular, BTO is interested in: the current state-of-the-art in sensor and control technologies; forthcoming research and development advances that could reduce cost or improve performance; and the potential market implications of improved energy management.

[Learn how](#) to submit comments and find more information.

Meet the Members

Public Utilities and Local Governments Join the Residential Network

The Better Buildings Residential Network is pleased to welcome its newest members:

- [Maryland Energy Administration](#) advises its state government on



Related Events

[Association for the Advancement of Sustainability in Higher Education Annual Conference](#)

October 25–28
Minneapolis, MN

[DOE State and Local Energy Efficiency Action Network \(SEE Action\). "Isn't it All Behavior Change Anyway?" Webinar](#)

October 27
2:00–3:00 PM ET

[Real Estate Standards Organization Fall Conference, Home Energy Data Tuesday](#)

October 27
Austin, TX

[Southeast Energy Efficiency Alliance \(SEEA\) and Association of Energy Services Professionals \(AESP\) Southeast Conference](#)

October 28–30
Atlanta, GA

[DOE SEE Action. "Benchmarking Behavioral Programs on Savings and Impacts" Webinar](#)

November 3
2:00–3:00 PM ET

[Greenbuild International Conference and Expo](#)

November 18–19
Washington, DC

[SEE Action. "Behavior Change Strategies in Traditional Energy Efficiency Programs" Webinar](#)

December 2
2:00–3:00 PM ET

Have an event you want featured? Email the details to [Better Buildings Residential Network Support](#).

Proven Practices Spotlight

energy policies and directions to maximize energy efficiency through renewable energy incentive programs while promoting economic development and improving the environment.

- [Pepco](#), a public electric utility serving Maryland and Washington, D.C., offers residents energy efficiency rebates and incentive programs.
- [New Jersey Board of Public Utilities](#) is a state agency charged with regulating utilities and ensuring the availability of affordable utility services while encouraging energy conservation.
- [Southwestern Electric Power Company](#), a subsidiary of American Electric Power, is a utility serving Arkansas, Louisiana, and Texas that offers residential energy-saving rebate programs.
- [Focus on Energy](#) is Wisconsin utilities' statewide energy efficiency and renewable resource program helping residents install cost-effective energy efficiency measures.

Connect your organization with these programs and learn more from them. Sign up to become a Residential Network member by completing a [membership form](#).

Resource Corner

Discover New Energy Efficiency Trends and Opportunities

Catch up on the latest residential energy efficiency news and stories with these new resources:

- [2015 Federal Energy Efficiency Legislation Projected Impacts](#) estimates the projected energy and financial impacts from 15 pieces of current federal energy efficiency legislation to determine how enhanced legislation could save \$100 billion, create 110,000 jobs, and reduce carbon dioxide emissions by 50 million metric tons by 2030 (American Council for an Energy-Efficient Economy [ACEEE], September 2015).
- [“4 Energy Efficiency Trends to Look for in the New DOE Quadrennial Technology Review”](#) examines the second installment of DOE's Quadrennial Technology Review to establish the main trends affecting the future of energy efficiency in the U.S. economy and provides a roadmap for energy technology research, development, demonstration, and deployment (ACEEE, September 2015).
- [A Policymaker's Guide to Scaling Home Energy Upgrades](#) offers a comprehensive set of tools to support launching residential energy efficiency programs and focuses on four key strategies to help these programs thrive (DOE's State and



Q. What enticements could we offer homeowners to encourage deeper energy efficiency upgrades?

A. Financing allows homeowners to pay for energy improvements over time and invest in higher-cost upgrades they might not be able to afford otherwise. Some programs offer tiered financing or rebates to encourage upgrades with deeper savings, with terms that grow more favorable as more energy-saving measures are pursued.

Visit the [Better Buildings Residential Program Solution Center](#) to learn more about proven practices, such as offering tiered financing to encourage customers to pursue more ambitious projects.

Local Energy Efficiency Action Network [SEE Action], September 2015).

- [Energy Efficiency Collaboratives](#) aims to help decision makers design new or improve existing energy efficiency collaboratives to respond to emerging trends driven by technology and consumers (SEE Action, September 2015).
- “[Energy Efficiency: Getting Energy Smart](#)” illustrates various ways consumers and businesses can invest in energy efficiency to reduce energy waste and costs while improving their homes, bottom line, and workforce (ACEEE, September 2015).
- [Making the Case: Winning Messaging for Energy Efficiency](#) draws on recent focus groups, polls, and other research to chart a path promoting energy efficiency through language and imagery in ways that tap public enthusiasm (Resource Media, October 2015).
- [New Horizons for Energy Efficiency: Major Opportunities to Reach Higher Electricity Savings by 2030](#) examines 18 specific energy-saving measures that could collectively save 22% of total projected electricity use nationwide by the year 2030 (ACEEE, September 2015).
- [Verifying Energy Efficiency Job Creation: Current Practices and Recommendations](#) identifies the importance of home performance job creation and establishes a framework for program evaluators to motivate investments in efficiency programs (ACEEE, September 2015).

Share the *View*

Forward this email to colleagues or encourage them to sign up to receive each issue by selecting “Better Buildings Residential Network” when updating their [DOE email subscription preferences](#).

Do you have something you would like to share with other members through the *Better Buildings Network View*? Send an email to [Better Buildings Residential Network Support](#) to submit your idea.

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