

News From the Field

New Case Study Highlights Network Member's Community Engagement

Better Buildings Residential Network member [Community Home Energy Retrofit Project](#) (CHERP) is a nonprofit, volunteer-supported organization based in Claremont, California, that unites homeowners, businesses, community organizations, and city governments to invigorate energy efficiency in California homes. Following are key takeaways from a case study interview with CHERP Executive Director Devon Hartman on ways other organizations can create programs through community engagement.



Who or what do you feel has contributed most to CHERP's success and growth?

Success has come from showing people a way to engage with us and making that engagement simple. When we target a city, we start with the city council or with interested individuals, and we show them how to create a core group of engaged people who form a local CHERP city. Through a series of workshops, we educate the core group on the benefits of energy efficiency, and we encourage them to extend their reach to others.

How does CHERP recruit and retain its volunteers?

1. Start with a core group of influential or interested individuals.
2. Educate them on energy efficiency's benefits and encourage them to promote these benefits.
3. Provide resources to encourage energy upgrades (e.g., ideas, contractors, materials, incentives).
4. Encourage satisfied customers to spread the word.

[Read](#) the full case study interview with CHERP's Hartman to learn more, and find additional information on community engagement in the [Better Buildings Residential Program Solution Center](#).

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REGISTER FOR
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Be Recognized

SEND YOUR
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Ring in the New Year With New Program Strategies

Resolve to dust off your old energy efficiency program strategies and bring them into 2016 by browsing the more than 100 Better Buildings Residential Network [Peer Exchange Call summaries](#) for fresh ideas. These topical calls provide key lessons learned from Residential Network members and industry professionals, from program design and customer experience to marketing and outreach.

Those already in the midst of planning can review samples of [lessons learned](#) shared by Residential Network members during various Peer Exchange Calls. Get good ideas for tackling program details, including how to collaborate with utilities and effective energy efficiency program messaging that has achieved a real consumer impact.

Join us in 2016 and learn even more tips by attending an [upcoming Peer Exchange Call](#).

Network Member Helps City Climb the CoolCalifornia Challenge Leaderboard

The City of Claremont, California, climbed the [CoolCalifornia Challenge](#) leaderboard following an email campaign led by Residential Network member [CHERP](#).

Claremont was in seventh place, then CHERP launched an email effort encouraging residents to sign up for the challenge, and Claremont jumped to first in the weeks following.

California residents participating in the challenge record their energy use, water conservation efforts, and transportation mileage to

Help Us Spark Ideas for 2016



Do you have an idea for a Peer Exchange Call you would like to see in 2016? Email [Better Buildings Residential Network Support](#) to submit your idea.

Peer Exchange Calls —Register Directly Below

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:

January 14

What Do You Want From Peer Exchange in 2016? Moving Your Ideas Out of Hibernation (201)
1:00–2:30 PM ET
[Register now](#)

January 21

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

January 28

Where Do We Go From Here? The Changing Landscape of Residential Energy Efficiency (201)
1:00–2:30 PM ET
[Register now](#)

Find the Latest Peer Exchange Call Summaries

Readers can now review summaries from the following past calls:

- October 15
[You Are My Sunshine: Integrating Residential Solar and Energy Efficiency \(301\)](#)
- October 22
[Programs and Contractors —Top Tips for Successful Relationships \(101\)](#)
- October 28
[Baby It's Cold Outside: Best Practices for Chilly Climes](#)



earn points for their city. Claremont has earned more than 300,000 points from over 200 participants since the challenge began in October. The city with the most points will win \$100,000. Last year, Claremont took second place and won \$22,800.

CHERP's support of Claremont in the CoolCalifornia Challenge is part of an aligned effort with other local organizations to not only help the city save energy but also boost its chances of winning an even bigger prize: \$5 million through the [Georgetown University Energy Prize](#) competition.

[Learn more](#) about CHERP's efforts to make Claremont a national leader in energy efficiency.

Multifamily Residential Roundtable Explores Energy and Water Efficiency Opportunities

U.S. Department of Energy (DOE) Deputy Assistant Secretary for Energy Efficiency Kathleen Hogan kicked off a [multifamily residential roundtable discussion](#) in October with the Atlanta Better Buildings Challenge (ABBC). Various multifamily stakeholders explored strategies to increase energy and water efficiency for multifamily housing.



ABBC's multifamily housing program is preparing to expand due to a new grant funded by the Natural Resources Defense Council through its Energy Efficiency for All Project and the City Energy Project. ABBC's new Affordable Multifamily Housing Challenge in Atlanta will be one of only three pilots in the country to launch this year. The program will offer participants tools and guidance for reducing energy and water costs; incentives for resource-efficient retrofits; and utility bill analysis for energy benchmarking.

[Learn more](#) about the program's multifamily housing goals.

\$5.5 Million Building America High Performance Housing Innovations Funding Opportunity

DOE's Building Technologies Office Residential Buildings Integration Program has released a "[Building America Industry Partnerships for High Performance Housing Innovation](#)" Funding Opportunity Announcement, with funding for up



[\(101\)](#)

- November 5
[Ghosts in the Attic—Horror Stories From the Field \(What to Do When Things Go Wrong\) \(201\)](#)

Related Events

[2016 American Society of Heating, Refrigerating, and Air-Conditioning Engineers Winter Conference](#)
January 23–27
Orlando, FL

[Association of Energy Services Professionals National Conference and Expo](#)
February 1–4
Phoenix, AZ

[Midwest Energy Efficiency Alliance Midwest Energy Solutions Conference](#)
February 24–26
Chicago, IL

[Residential Energy Services Network \(RESNET\) 2016 Conference](#)
February 29–March 2
Scottsdale, AZ

[DOE Better Buildings Summit](#)
May 9–11
Washington, DC

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

Social Media Spotlight: Seasonal Infographics



Looking for ways to educate consumers about how to heat their homes this winter and still save energy? Share DOE's [home heating infographic](#) on

to \$5.5 million. Eligible residential projects include roofing, siding, and window replacements; heating, ventilation, and air conditioning system upgrades and replacements; and foundation repairs. Concept papers are due December 21, 2015.

The Building America Research Program is responsible for more than 40 housing innovations to date that have enabled technology and market advancements in residential energy efficiency. Funding recipients will conduct applied research, development, and demonstration in real-world houses of cost-effective technologies and practices that can help reduce the energy use intensity of existing single-family homes by 40% by 2025, with a focus on reducing heating and cooling loads.

Review the [informational webinar transcription](#) and learn how to [apply](#).

Washington, D.C., Receives C40 Cities Climate Leadership Award

The nation's capital was awarded the [2015 C40 Cities Award](#) for Green Energy on December 3, 2015, that will reduce the [District's](#) carbon footprint and save \$45 million over the next 20 years. The D.C. government is projected to reduce greenhouse gas emissions associated with its power supply by 100,000 tons of carbon per year.



Washington, D.C., collaborates with neighboring cities through Residential Network member the [Metropolitan Washington Council of Governments](#), which works to create a more sustainable National Capital Region through the council's [Region Forward Plan](#). [D.C. Sustainable Energy Utility](#), another Residential Network member, also supports D.C.'s sustainability goals by delivering financial incentives, technical assistance, and information to tens of thousands D.C. residents and businesses, helping them save millions of dollars on energy costs.

[Learn more](#) about the 2015 C40 Cities Awards.

social media and in your materials.

Meet the Members

Utilities Nationwide Expand Network's Success

The Better Buildings
Residential Network is

pleased to welcome its newest members:



- [Gainesville Regional Utilities](#) is a Florida utility offering rebates and incentives through Home Performance with ENERGY STAR to help customers manage energy use, save money, and improve comfort.
- [Puget Sound Energy](#) offers energy efficiency rebates to residential utility customers in the Puget Sound region of Washington state through Home Performance with ENERGY STAR.
- [Jackson Electric Membership Corporation](#) provides energy assessments to residential customers in Georgia, helping them undertake cost-effective, energy-efficient improvements through Home Performance with ENERGY STAR.
- [City Utilities of Springfield](#) is a Home Performance with ENERGY STAR Sponsor and a community-owned utility in Missouri focused on a comprehensive, whole-house approach to improving energy efficiency through rebates and energy conservation.
- [Consumers Energy](#) is a Home Performance with ENERGY STAR Sponsor that encourages energy efficiency through various home energy-saving rebate programs and works with residential customers to improve home energy performance to more than half of Michigan residents.
- [WattzOn](#) provides Web and mobile solutions to help partners engage people in energy and water savings, featuring automated utility data connections and personalized savings plans.
- [Symbiotic Technologies & Programs, LLC](#) works with water providers, energy utilities, and local governments to help residential customers utilize the latest smart energy, water, and safety products in their homes.

Connect your organization with Residential Network members by completing a [membership form](#) and joining today.

Resource Corner

Warm Up to These Winter Reads

- [Bending the Curve: Implementation of the Energy Independence and Security Act of 2007](#) reviews how energy efficiency provisions included in the Energy Independence and Security Act of 2007 have been implemented and applied to proposed standards, programs, and federal efficiency

requirements for residential buildings. (American Council for an Energy-Efficient Economy [ACEEE], October 2015).

- “[How to Effectively Market Energy Efficiency to Consumers](#)” examines an alternative marketing approach to appeal to consumers’ personal or emotional reasons for investing in energy-efficient home renovations (*Home Energy* magazine blog, November 2015).
- “[How to Get Started as a Full-Time Energy Auditor](#)” shows how home energy assessors wishing to gain experience after earning Building Performance Institute certification can work in weatherization or start their own business to bolster their home performance career (*Home Energy* magazine blog, November 2015).
- [Municipal Utility Energy Efficiency: Successful Examples Around the Nation](#) highlights the overall accomplishments of the public power sector in helping residential customers save energy at home and in achieving the nation’s energy efficiency goals (ACEEE, November 2015).
- [Recognizing the Value of Energy Efficiency’s Multiple Benefits](#) evaluates the residential-, business-, and utility-related benefits of energy efficiency beyond energy savings; illustrates their role in program marketing; and lists current best practices for including them in cost-effectiveness testing (ACEEE, November 2015).

Share the *View*

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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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