



Better Buildings Residential Network Peer Exchange Call Series: *What Do You Want from Peer Exchange in 2016? Moving Your Ideas Out of Hibernation (201)*

January 14, 2016

Call Slides and Discussion Summary

Agenda

- Agenda Review and Ground Rules
- Brief Residential Network Overview
- Reflections on Peer Exchange in 2015
- Moving your Ideas out of Hibernation
 - What is a residential energy efficiency program challenge you have faced?
 - What is a topic you wished you could have discussed with experienced residential energy efficiency program peers or experts?
 - What is a recent success you'd like to share with others?
- Polls (throughout)
- Upcoming Call Schedule and Better Buildings Summit Announcement

Call Participants – Members

- International Center for Appropriate & Sustainable Technology (ICAST)
- Yolo County Housing
- Building Performance Institute
- green|spaces
- Home Energy Affordability Loan (HEAL) Program
- OmStout Consulting
- Energy Efficiency Specialists

Call Participants – Non-Members

- Energy Systems Group
- PG&E
- Smith & Boucher
- City of Atlanta
- Superior Insulation
- Green Builder - Independent Energy Consultant
- Creative Materials
- Fujitsu General America

Better Buildings Residential Network

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

Membership: Open to organizations committed to accelerating the pace of home energy upgrades.

Benefits:

- Peer Exchange Calls 4x/month
- Tools, templates, & resources
- Recognition in media, materials
- Speaking opportunities
- Updates on latest trends
- Voluntary member initiatives
- Residential Program Solution Center guided tours

Commitment: Provide DOE with annual number of residential upgrades, and information about associated benefits.

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

Explore planning, implementation, & evaluation strategies in the Residential Program Solution Center

- [Handbooks](#) - explain *why* and *how* to implement specific stages of a residential program.
- [Quick Links](#) - provide easy access to resources on the key issues that many programs face.
- [Proven Practices](#) posts - include lessons learned, examples, and helpful tips from successful programs.
 - See the latest post on [Streamlined Loans](#).

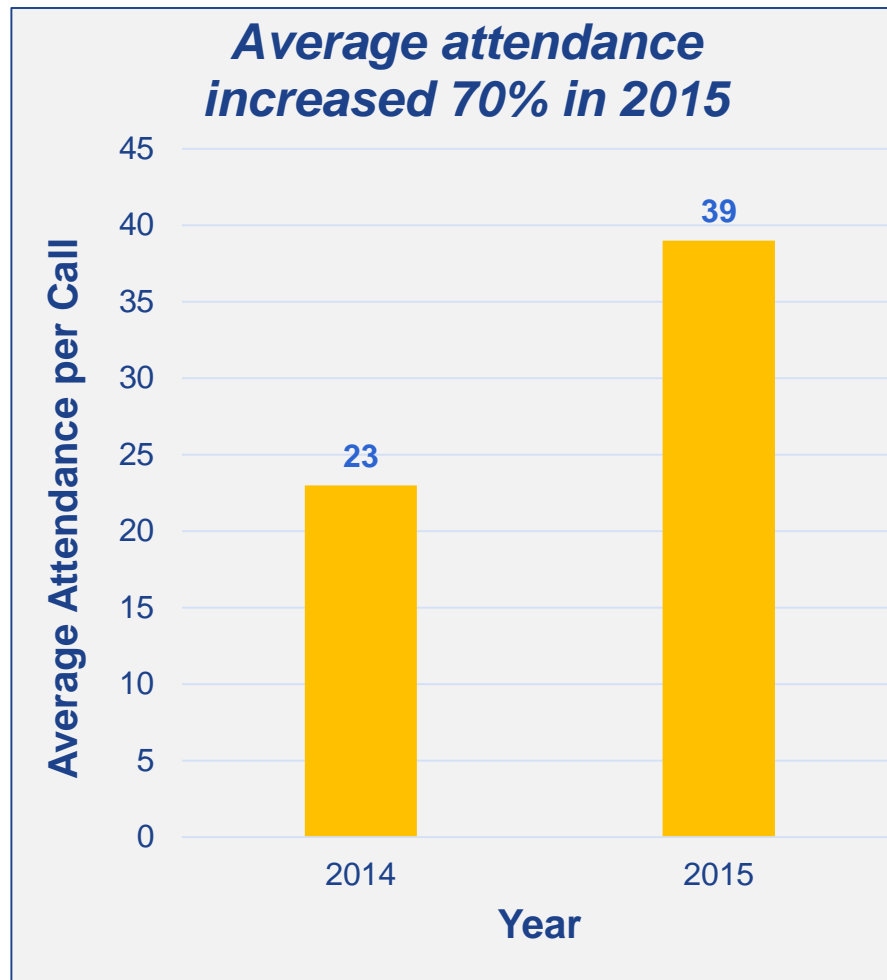


www.energy.gov/rpsc

The Solution Center is continually updated to support residential energy efficiency programs—[member ideas are wanted!](#)

Peer Exchange in 2015 – Call Statistics

- Total Peer Exchange Calls in 2015: **40**
- Total Call Participants 2015 (individuals): **1563**
- Total Unique Organizations Participating in 2015: **317**
- Most Popular Calls
 - Using Mobile Applications to Generate Customer Demand (3/12/15)
 - Capitalizing on Multi-benefits of Energy Upgrades at Multifamily Housing (12/10/15)
 - Driving Accountability for Program Performance Using Measured Energy Savings (11/12/15)



Thought Questions



In the last year...

- What is a residential energy efficiency program challenge you have faced?
- What is a topic you wished you could have discussed with experienced residential energy efficiency program peers or experts?
- What is a recent success you'd like to share with others?

Poll 1 Results: Reflections

- **What best describes your experience working in the residential energy efficiency sector over the last year?**
 - Tough year but made it through—50%
 - Not applicable/other (please chat in)—38%
 - *Tough year due to funding constraints*
 - Some challenges but easily overcome—13%
 - No problems--smooth sailing all year—0%
 - Complete disaster—0%

Chat Time Responses

What was the single most successful (residential energy efficiency) thing you did this past year ?

- *Publishing energy efficiency articles online*
- *Working with the Carpenter's Union*
- *Successes with training*

Poll 2 Results: Interests

- **What general area of residential energy efficiency program design and implementation is of most interest to you?**
 - Energy efficiency financing—29%
 - Working with contractors and other trades—29%
 - Data and evaluation—29%
 - Other (please chat in)—14%
 - *Waterproofing*
 - Marketing and outreach—0%

Poll 3 Results: Featured Speakers

- **Which types or program partners/stakeholders would you be most interested in hearing from on future calls?**
 - Utilities—44%
 - Technical experts—22%
 - Residential energy efficiency program administrators—22%
 - Others—11%
 - *Homeowners*
 - *Green Button Connect*
 - Contractors—0%

Poll 4 Results: Call Format

- **What type of peer call format do you prefer?**
 - About half presentations and half facilitated Q&A and discussion—67%
 - Mostly presentations with Q&A at the end—22%
 - Mostly facilitated peer-to-peer discussion—11%
 - Other (please chat in)—0%

Poll 5 Results: Expertise

- **What level of technical detail/expertise is most useful to you?**
 - Expert (301-series – most relevant to established programs)—75%
 - Intermediate (201 series – relevant to all programs)—25%
 - Entry-level (101 series – most relevant to new programs)—0%
 - Other (please chat in)—0%

Chat Time Responses

What kinds of resources (e.g., case studies, fact sheets, etc.)—and on what topics—would be most helpful to you?

- *Fact sheets on the non-energy benefits of energy efficiency (e.g., health, economic, jobs) to make the case to political leaders, municipalities, etc.*
- *A standardized HPXML compliant case study template*
- *Information on government funding*
- *Resources on finding contractors and quality assurance*
- *Case studies on scale financing*
- *Resource libraries (Tip: check out the Residential Program [Solution Center!](#))*

Poll 6 Results: Call Promotion and Communications

- **How do you feel about the number of emails you are receiving about peer exchange calls?**
 - About right—100%
 - Too many—0%
 - Too few—0%
 - Other (please chat in)—0%

Chat Time Responses

What would help you encourage colleagues and partners to join peer exchange calls?

- *Offer a tool for contractors to measure their performance to encourage contractors to participate in calls*
- *Set up certain calls suited for new attendees and ask everyone to bring someone new*

Moving Ideas out of Hibernation: Discussion Questions

- What is a residential energy efficiency program challenge you have faced?
- What is a topic you wish you could discuss with experienced residential energy efficiency program peers or experts?
- What is a recent success you'd like to share with others?

Discussion: Reflections and Ideas (slide 1 of 2)

Financing:

- Currently, the responsibility for investments in retrofits and upgrades rests on homeowners, which has created very slow growth for residential EE. How can we shift the onus of investment to utilities?
 - On-bill financing is one strategy.
- Outreach to low-income neighborhoods and providing sufficient financing options remains a challenge for many programs.
 - More education and training is needed on no-cost energy efficiency improvements
- Combining public and private funding could lead to better financing options
 - The Tennessee Valley Authority is operating an “Extreme Energy Makeover” program to offer deep-retrofits to low-income homes, financed in part through an EPA agreement. More about the program [here](#).

Discussion: Reflections and Ideas (slide 2 of 2)

Marketing and Outreach:

- Interested in hearing more about employer-based energy efficiency programs
- The residential housing stock is the most difficult sector to reach and scale for programs. Strategies for further discussion through a peer exchange call:
 - Bundling financing and tax incentives
 - Reducing utility costs to the homeowner

Working with Contractors:

- Consumers don't know who to hire for improvements and will often just live with energy issues rather than seek out a contractor
- Programs continue to run into issues with contractor performance and quality assurance

Future Call Topic Ideas Suggested by Participants

- The challenges, and strategies to overcome, with scaling programs between different utilities or across jurisdiction boundaries where policies may differ
- Clean Power Plan rule and what it means for energy efficiency
- ESCO (energy services company) model for residential energy efficiency
- Little- to no-cost energy saving interventions
- New developments in building materials and retrofit technologies

We Heard You!
Results From Real-Time Polls on Future
Call Topics

Real-Time Poll Results: Poll 1

- **Which of these topics are you most interested in seeing on a future peer exchange call?**
 - Utility led/funded home upgrade models—33%
 - Residential energy efficiency ESCO model—22%
 - Scaling residential energy efficiency programs—22%
 - Emerging technologies—11%

Real-Time Poll Results: Poll 2

- **Which of these topics are you most interested in seeing on a future peer exchange call?**
 - Achieving high residential performance/deep upgrades—33%
 - Best practices in residential energy efficiency data—33%
 - Benefits of EE beyond energy (e.g., economic, jobs, health)—22%
 - Raising consumer awareness of home performance—11%

Peer Exchange Call Series

We hold one Peer Exchange call every Thursday from 1:00-2:30 pm ET

Calls cover a range of topics, including financing & revenue, data & evaluation, business partners, multifamily housing, and marketing & outreach for all stages of program development and implementation

Upcoming calls:

- **February 11:** He Said She Said: The Power of Messaging (101)
- **February 18:** Where Do We Go From Here? The Changing Landscape of Residential Energy Efficiency (201)
- **February 25:** Energy Efficiency on Display: Using Demonstration Projects to Showcase Home Performance Opportunities (201)
- **March 3:** The Intersection of Energy Efficiency and Health (301)

Please send any follow-up questions or future call topic ideas to:

peerexchange@rossstrategic.com

LET'S ALL MEET IN MAY!

REGISTER TODAY for the BETTER BUILDINGS SUMMIT

Washington, DC · May 9-11, 2016

SAVE YOUR SPOT NOW:

[HTTPS://WW2.EVENTREBELS.COM/ER/REGISTRATION/STEPREGINFO.JSP?ACTIVITYID=14611&STEPNUMBER=1](https://ww2.eventrebels.com/er/registration/stepreginfo.jsp?activityid=14611&stepnumber=1)

This Summit will bring together Better Buildings partners and stakeholders to exchange best practices and discuss future opportunities for greater energy efficiency in America's homes and buildings.

There will be time set aside for a specific Residential Network discussion and meet-up!