

Better Buildings Residential Network Peer Exchange Call Series:

Home Improvement Catalyst: Strategies for Ongoing Customer Engagement (201)

June 23, 2016

Call Slides and Discussion Summary



## Call Attendee Locations







## Agenda

- Agenda Review
- Opening Polls
- Brief Residential Network Overview
- Home Improvement Catalyst Update:
  - Steve Dunn, U.S. Department of Energy
- Featured Speaker:
  - Susan Ellman, Energy-Efficiency Marketing Manager, New Jersey Natural Gas
- Q&A and Discussion:
  - What approaches has your organization tried for moving homeowners from HVAC or other individual improvements to whole home upgrades?
  - What <u>program designs</u> encourage homeowners to undertake upgrades over time?
  - What are effective ways for <u>tracking</u> homeowner interests and encouraging upgrades over time?
  - What are effective <u>messages</u> for encouraging customers to undertake additional home performance measures once they have responded to initial incentives?
- Closing Poll and Upcoming Call Schedule





### Call Attendees: Network Members

- Bridging The Gap
- CalCERTS, Inc.
- CLEAResult
- Columbia Water & Light
- Connecticut Green Bank
- City of Cleveland
- Drive Oregon
- Duke Carbon Offsets Initiative
- E3 Power
- Energy Efficiency Specialists
- EnergySavvy
- Enhabit
- Fujitsu General America Inc.
- Group14 Engineering Inc.
- Mitsubishi Electric Cooling and Heating

- North Pole Economic
   Development Corporation
- Puget Sound Energy
- Southface
- Structural Insulated Panel Association (SIPA)
- STX Efficiency Experts, LLC
- Sunnovations, Inc.
- Sunverge Energy, Inc.
- Sustainable Claremont
- Sustainable Living Center
- Vermont Energy Investment Corporation (VEIC)
- z2zero, Inc.





### Call Attendees: Non-Members

- BKi
- Clallam County PUD
- Environmental and Energy Study Institute
- Craft3
- EAM Associates, Inc.
- Energy Smart at Walking Mountains Science Center
- Environmental Design / Build
- Groundswell
- Holy Cross Energy
- Home Office Training & Technology
- ICF International
- id3A, LLC

- LINC Housing
- New Hampshire Electric Cooperative
- NPS
- Off The Grid Renovations
- PG&E Energy Training Center
- Seattle City Light
- SEEL, LLC
- Solar Habitats, LLC.
- StopWaste
- Southwest Energy Efficiency Project (SWEEP)
- The Energy Network
- University of North Texas
- UpGrade Ohio





# **Opening Poll**

- What best describes your experience with strategies for ongoing customer engagement?
  - Some relevant experience 46%
  - Actively involved in this work 43%
  - No experience—just learning about it today 11%
  - Other (please chat in) 0%





# 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 <u>bbresidentialnetwork@ee.doe.gov</u>





# Residential Network Poll: Residential Energy Efficiency Challenges

- Which aspects of residential energy efficiency efforts do you think are most challenging?
  - Overcoming upfront cost of EE upgrades 40%
  - Informing and encouraging homeowners to upgrade homes 29%
  - Delivering high-quality, cost-effective EE services 11%
  - Other (please chat in) 11%
  - Substantially increasing the total number of EE upgrades 9%





Program Updates: U.S. Department of Energy



# Home Improvement Catalyst: Strategies for Ongoing Customer Engagement (201)









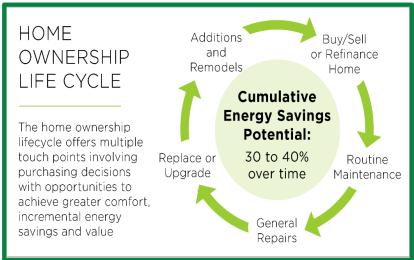


### **Home Improvement Catalyst (HI Cat)**

**Purpose**: Identify and prioritize activities where DOE can have the greatest impact in accelerating adoption of energy efficient measures at key home improvement transactions.

#### **Objectives**:

- Focus on demonstration of individual measures, packages or practices especially in heating and cooling.
- Improve decisions during typical home improvement transactions including higher efficiency measures and systems approach.
- Provide **support** where there are **gaps**(e.g., few utility incentives, lack of industry standards, complicated code compliance, need for handoff from Building America, installation issues).
- Expand and demonstrate RBI's impact to reach more partners and more homes on a national scale (less savings per home than other RBI activities but on a wider scale).



#### The HI Cat Process Framework



- Conduct evaluation of home improvement products and services: technical potential, scalability, energy and dollar savings, etc.
- Stakeholder outreach to prioritize opportunities and "down select" home improvement measures for focus

Systematically assess technical and market barriers of "down selected" measures, identifying

- Pre-market activities, such as R&D, industry testing, etc.
- Market demonstrations in collaboration with Programs, manufacturers, retailers, and contractors

Formulate actionable plans that consider:

- The value proposition for the entire transaction chain
- Lessons learned and results from demonstration efforts
- Market strategies to demonstrate and exit strategy to reach scale

# The Need: What are Stakeholders Indicating?

| Stakeholder<br>Group   | Challenges and Opportunities  | Needs/Interests  |
|--|---|--|
| Program<br>Administrators  | <ul> <li>Product availability</li> <li>Contractor         reluctance</li> <li>Transaction costs</li> <li>Uncertain consumer         demand</li> <li>Cost-effectiveness of         installation</li> </ul> | Need: Application of staged scores, with recommendations  Engaging more trades in better HVAC installation  Need: Tools for estimating energy savings and measure selection  |
| Manufacturers,<br>Trades, and<br>Retailers (HVAC,<br>Insulation,<br>Home<br>Performance) | <ul> <li>Unverified energy savings</li> <li>Regional and housing diversity</li> <li>For Today's Discussion</li> </ul>   | <ul> <li>Advancing the customer for life concept</li> <li>Needs:         <ul> <li>Messaging about the pathway, including use of a tool like the Home Energy Score</li> <li>Technical standards and guidance</li> </ul> </li> </ul> |

# What is our Opportunity to Engage Customers with EE Solutions?

# What Motivates Homeowners to Invest in EE solutions?

- Lower their energy costs / waste less energy
- Crisis or repair
- Scheduled replacement
- Home Addition or remodel
- Home performance upgrade
- Home Sales Transaction
- Comfort, health, safety

#### **Decision Criteria to Consider**

Half of homeowners said the main reason for their failure to follow up on audit recommendations was that they "had not gotten around to it."

- Resources for the Future, 2015

When purchasing HVAC, the majority of homeowners say the want comfort and energy savings, but only 22% buy it. The same study indicates the majority reason for purchase: crisis/repair.

Emerson Climate Technologies

Consumer Survey, 2015



### **Customer Engagement Strategies – Emerging Lessons**

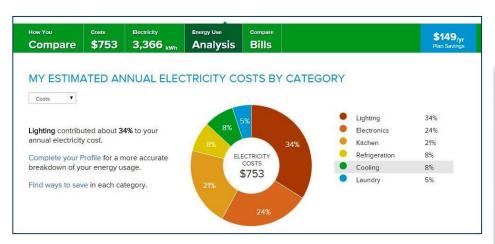
- Embrace any possible "on ramp" to get customers on the road to energy efficiency
- ✓ Eliminate program silos: All customers, regardless of source or channel, end up in the same central data system
- ✓ Focus on the long term customer relationship: "customer for life" vs. "one and done"
- ✓ Use of a centralized data system enabling real-time data transfer tracking, analysis, and feedback customized to each supply chain actor
- ✓ Repetitive messaging built around a single consistent brand and label

#### A Sampling of Examples





### **Customer Engagement Strategies – Emerging Lessons**





#### A Sampling of Examples





### Sustained Engagement: Program Design Considerations

- Create an engaging and positive customer experience
  - Responsive to customer needs
  - Utilize multiple technologies and platforms (web, mobile, tailored)
  - Enable informed decision-making
- Planning and sequencing improvements
  - How to offer/encourage systematic improvements (e.g., assessments, roadmaps, scoring systems)
  - Protect and enhance health, safety, comfort and performance of homes
- Capturing greater savings per transaction and per home
  - Utility program design (e.g., incentives, customer segmentation, engagement)
  - Marketing and outreach strategies (sustained versus one-time engagement)
  - How to pay for it: financing mechanisms and incentive structures
     (e.g., service agreements, multi-measure incentives, on-bill, PACE)



### **Share Your Knowledge and Feedback**

- Examples of effective sustained customer engagement
  - Impact on program costs, energy savings, cost effectiveness, customer satisfaction
  - Innovations and/or strategies from other products and services
- Policy and program design solutions
  - Utility incentive, financing structures
  - Technology platforms
  - Marketing, customer segmentation and targeting
- Training, technical assistance and other needs
  - Engaging contractors and coordination across trades
  - Developing and evaluating business models for multiple trades
  - Researching and publishing case studies, implementation models



#### **Next Steps for HI Cat**

- Develop targeted resources for trades and programs
  - Screen, prioritize high impact residential EE technologies
  - Sequencing guide
  - Resources to support improved design, installation, operation and maintenance of HVAC systems
    - Cold Climate Heat Pump Systems (with NEEP)
    - HVAC Quality Installation with duct sealing (with EPA, MEEA)
  - Checklists for trades / consumers
  - Implementation models and pathways
    - Upstream incentives, customer engagement
- Obtain and incorporate feedback from key stakeholders
  - Program administrators and third-party implementers
  - Trades, contractors and service providers
  - Manufacturers and distributors



#### For More Information

**Questions? Contact the HI Cat Team:** 

**Home Improvement Catalyst (HI-Cat) Website** 

**Steve Dunn, Project Manager**DOE Building Technologies Office

Caroline Hazard, CSRA International Courtney Moriarta, CSRA International



# Program Updates: U.S. Department of Energy

Influencing the decision-making process during home-improvement transactions requires continual improvement. Messaging improvements include:

- 1. Repeat, Repeat: Marketing research in non-energy sectors shows that repeat messaging is a powerful tool for reaching customers.
- 2. Know your Target! For people that have high energy bills, cost is a major driver. For others, an important message may be being a good steward and not "wasting" energy, similar to recycling.
- 3. 'Tis the Season: Weather has an effect on a homeowner's willingness to upgrade. Customers may be interested in weather specific upgrades (e.g. HVAC upgrades during the summer).
- 4. Ongoing Relationships: Knowing customers, their priorities, and their problems will help catalyze on moments when they have resources. These relationships will also make them think of you when they have equipment that breaks down.





# Residential Network Poll: Marketing and Outreach Challenges

- Which aspects of residential energy efficiency marketing and outreach are most challenging?
  - Converting homeowner interest into upgrade projects 46%
  - Crafting effective messages and marketing materials 19%
  - Coordinating marketing with others (contractors, programs) 15%
  - Understanding/analyzing homeowner audiences 10%
  - Other (please chat in) 10%





**Lessons Learned: New Jersey Natural Gas** 



SAFE, RELIABLE NATURAL GAS AT OUR









# Better Buildings Residential Network

June 23, 2016



### New Jersey Natural Gas

Established in 1952

 Largest independent Local Distribution Company in New Jersey

Provides safe, reliable service to nearly
 520,000 customers in Monmouth, Ocean, Morris,
 Middlesex and Burlington counties

- Maintain over 7,100 miles of natural gas pipelines
- Primarily residential and small commercial customer base

#### The SAVEGREEN PROJECT®

- Launched in September 2009
- Encompasses a suite of energy-efficiency programs
- Promotes energy efficiency and conservation measures to support state policy and benefit our customer and the environment
- Designed to complement New Jersey's Clean Energy Program™ (NJCEP)
- Provides rebates and incentives for energy-efficient upgrades

## **Customer Paths**

| Path                                       | Focus                                     | Value   |  |
|--|---|---|--|
| Audit                                      | Education                                 | Education   |  |
| Rebate                                     | Furnaces, Boilers or Water<br>Heaters     | \$500 Furnace/Boiler<br>\$100 Water Heater          |  |
| Financing outside HPwES                    | Furnace/Boiler <b>AND</b> Water<br>Heater | \$600 Rebate <b>OR</b><br>\$6,500 On-Bill Repayment |  |
| Home Performance with ENERGY STAR® (HPwES) | Comprehensive Whole-<br>House Approach    | Up to \$15,000 Finance<br>Up to \$4,000 Rebate      |  |

#### How We Market SAVEGREEN

- Residential
  - Direct Mail
  - On-Line Audit
  - Digital
  - Bill Inserts
  - Monthly E-Tips
  - Facebook/Twitter
  - Events, Community Outreach
- Channel Partners
  - Contractors
  - Realtors
  - Municipalities

### Moving Customers Through Paths





Calculate your energy savings.

Get the latest rebates and forms.

Have you replaced an ugly furnace lately?

Bid

#### Audits to Bid

#### How it works:

Listed below are completed home energy audits (potential Home Performan STAR projects). Click on "Audit Number" to download and review. If after res audit you would like to bid on the project, return to this page, and click the Bid" button. You will be e-mailed the customer's contact details so that you the customer with a formal bid.

Bids are posted every Monday morning. You'll need to make a decision quick only allowing a maximum of 3 companies to Request to Bid. The number of b down as a Request to Bid is made.

WARNING: Only Request to Bid on projects you are going to bid. Abuse Bids are posted every Monday morning. You'll need to make a decision quickly as we are only allowing a maximum of 3 companies to Request to Bid. The number of bids will count down as a Request to Bid is made.

#### WARNING:

Only Request to Bid on projects you are going to bid. Abuse of the system from anyone will terminate the ability for that entire company to use the system.

EA - Energy Assessment | PA - Proactive | NH - Non Home Performance (\$6500 loan)

| AUDIT NUMBER | TYPE    | LOCATION           | DATE     | BID ON THIS JOB   | BIDS LEFT |
|--------------|---------|--------------------|----------|-------------------|-----------|
| 01867        | Seal Up | Manalapan Township | 03/04/16 | REQUEST TO BID >> | 1         |
| 01866        | Seal Up | Holmdel            | 03/04/16 | REQUEST TO BID >> | 1         |
| 01865        | Seal Up | Manahawkin         | 03/04/16 | REQUEST TO BID >> | 2         |
| 01864        | Seal Up | Marlboro Township  | 03/04/16 | REQUEST TO BID >> | 1         |

### Marketing To Customers













January 2016



Rebates and incentives up to \$4,000 and up to \$15,000 in financing options!

Dear Resident of Renaissance of Manalapan,

I have some great news! The SAVEGREEN Project® from New Jersey Natural Gas would like to offer you, and all of our customers in Renaissance at Manalapan, a FREE home energy analysis\* (a \$250 value) to help you find ways to make your home energy-efficient. You'll receive a detailed report with customized recommendations to make your home more comfortable and save you money. Then, if you decide to move forward, we'll help you find a participating

> contractor and explain the rebates and incentives available to make these improvements more affordable. If not, no problem ... there's no obligation.

One of your residents is already participating in the program and will achieve a 26 percent total energy savings after implementing his recommendations! Don't miss out on the savings. Call Allison at 877-455-NJNG (6564) to schedule your FREE energy analysis or with your questions. But don't wait - this offer is valid

only through February 29, 2016! Leaving New Jersey for the winter? Just call us before the deadline and we'll schedule a date for when you return.

Find out more about our programs and what you can expect from your FREE home energy analysis at a meeting on Tuesday, January 19, 2016 at 7 p.m. at the Renaissance Clubhouse. I hope you will join us!

Sincerely,

Raquel Phillips New Jersey Natural Gas





FREE Home Energy Analysis! (\$250 value)

Call Allison at 877-455-NJNG (6564) to schedule yours today.

1415 Wyckoff Road P.O. Box 1464 Wall, NJ 07719 Phone: 877-455-6564 www.savegreenproject.com

### Marketing To Customers (cont'd)





#### Act now and start Saving!

With a comprehensive Home Energy Audit, you'll get an in-depth analysis of your home from top to bottom. A certified auditor will assess your energy usage, then evaluate what measures you can take to improve efficiency and save money. The more energy measures you install, the bigger the incentive — up to \$5,000.\*

- ► In-depth Energy Analysis
- ► Detailed Report of Findings
- ► Recommended Measures
- ➤ Qualify for Up to \$10,000 with 0% APR Financing\*\*

call 877-455-NJNG (6564) for a list of certified auditors.

If you prefer, NJNG can perform the audit.\*\*\*

Learn more at www.savegreenproject.com.

\*Visit www.rjcleanenergy.com for complete terms and conditions for rebates and incentives

\*\*\*Available through NUNG's On-Bill Repayment Program. Visit www.savegreenproject.com for complete terms and conditions
\*\*\*Range of senice s performed and fees charged may vary by contractor. NUNG charges a fee of \$150.









#### **Home Energy Score**

Assess the Energy Performance of Your Home

The U.S. Department of Energy's (DOE's) Home Energy Score provides information that helps you understand your home's energy efficiency and how to improve it. Much like a miles per gallon (MPG) rating for cars, the Home Energy Score assesses the energy performance of a home's major energy systems and envelope and rates your home on a simple 1 to 10 scale.

Your auditor will generate a customized report including your home's current Score, with 10 representing the most efficient home. Your report includes recommendations to make your home even more efficient, and provides your home's potential score after implementing recommended improvements.



Similar to miles per gallon (MPG) ratings for cars, the Home Energy Score assesses the energy performance of your home.

The SAVEGREEN Project® from New Jersey Natural Gas offers rebates and incentives to make these energy improvements more affordable including up to \$4,000 in financial incentives through New Jersey's Clean Energy Program™. Call us to learn more.

877-455-NJNG (6564) www.savegreenproject.com

661/620

### **Marketing Channels**





#### Partner With us to Promote Energy Efficiency Within Your Community!

#### Web Site Link

Add savegreenproject.com to the guick links section of your Web site to help promote the energy-efficiency rebates and incentives available to your residents.

#### Residential E-blast

rebates and incentives available from New Jersey Natural Gas and

#### Outreach

Take advantage of free presentations available to your community groups covering a variety of topics.

#### School Funding Programs

Through our Conserve to Preserve Rewards Program, residents company and manage learn how to become more energy-efficient and help their school raise money.

> Contact Raquel to find out how we can help you pre energy-efficiency within your community. 732-378-4928 • rphillips@ning.com





#### SAVEGREEN

#### Realtor Advantage

Your quarterly home energy-efficiency resource It's a touch market, so be sure to take advertage of these valuable tools to help you sell more homes and be an informed resource to help your clients save





or thermostat set at 72 ing it down to 68 degrees fusily to give your body time our heating and cooling out ficiently? For more tips, visit

Thank you to all who visited our booth at December's riplePlay fleator Convention in Aflantic City. We hope that no took advantage of the energy-efficiency information rovided not only for your personal use, but also for your ustomers, if you need additional materials or if you did not strend the convention and would like to receive the energy fficiency information provided, please contact flatural PHILIPS OF TRO-579-41525.

the send file to congrutulate Cindy Marsh Ticky, Welchert Baukiers, Randolph, NI office, winner of our Comprehensive Home Energy Audit (values at \$250) your a \$50 gift care to manifed govern stone. Congratulations and also in order to not secondary prise winners who all received a \$50 gift card to our online propay Mare.



#### Benefits of a DOE Home Energy Score A Home Energy Score (HEScore) will provide an

sberstanding of how a home performs, similar to a cur's siles per gallor rating which demonstrates the vehicle's efficiency. Homes are scored on a scale of 3 to 50, with a 10 being the most energy-efficient Ges sample reports. The WEScore will determine how the home performs compared to others in the area and the qualified assessor will provide commendations on how to improve your horw's score and

### **Re-Marketing To Customers**





May 26, 2016

Dear,

Great news! Previously, New Jersey Natural Gas (NJNG) denied your financing request for your Home Performance with ENERGY STAR® (HPwES) energy-efficiency upgrades. Based on your current payment history with NJNG, you may now be eligible for financing up to \$15,000 and rebates up to \$4,000.\*

If you are interested in moving forward through HPwES, we will need to confirm you have not declared bankruptcy in the past 10 years. If this is correct, and you want to proceed, please contact me today and I'll help you get started on making your energy-efficiency upgrades more affordable.

I look forward to hearing from you.

Sincerely,

Christine Heckel Marketing Consultant Name

New Jersey Natural Gas The SAVEGREEN Project® Phone: 732-378-4930 E-mail: CHeckel@NJNG.com

\*Visit savegreenproject.com for NJNG's Repayment Program terms and conditions.

1415 Wyckoff Road P.O. Box 1464 Wall, NJ 07719 Phone: 877-455-6564 www.savegreenproject.com

#### You Upgraded Your Heating System

#### **Now Make Your Whole House Energy-Efficient!**

There's more you can do to make your whole house energy-efficient (see our Energy-Efficiency Checklist to the right), and New Jersey Natural Gas (NJNG) has rebates and incentives through The SAVEGREEN Project® to help pay for your energy-efficiency ugrades! You may qualify for:

- Rebates up to \$5,000\*
- 0% APR Financing up to \$10,000 on your NJNG bill\*

Make your whole house energy-efficient, comfortable and save money. Call today and get started!

877-455-NJNG (6564) www.savegreenproject.com

#### **Energy-Efficiency Checklist**

Do you have unchecked items on your list? We can help!

- Furnace or Boiler
- □ Water Heater
- ☐ Insulation
- ☐ Air Sealing
- □ Duct Sealing
- ☐ Air Conditioning System

Visit savegreenproject.com for complete terms and conditions.

### Re-Marketing To Customers (cont'd)







WALL, NJ 07719

Raquel and Susan, By

Upgrading Your Heating System, You

Saved Money on Your Energy Costs ...

Ready to Save Even More?

See Inside for Details.

Receive an
Additional Rebate
up to \$5,000, Plus
0% APR On-Bill
Repayment up to \$10,000,
When You Take the
Whole-House Approach
to Energy Efficiency.\*

Raquel and Susan,

In (Month) of (Year) you took the first step by taking advantage of the New Jersey Natural Gas Enhanced Rebate in the amount of (\$XXX) and the WARMAdvantage Rebate from New Jersey's Clean Energy Program™. Now, take the next step toward even bigger energy savings through whole-house energy efficiency.

Summer is here. Keep cool AND maximize your home's energy efficiency by:

Air and Duct Sealing: Improve your home's energy efficiency and comfort by reducing air leakage. Insulation: Prevent conditioned air loss through proper attic insulation.

**Sealed Combustion Water Heater:** Reduce potential health and safety concerns from open combustion by installing a sealed combustion water heater.

**DON'T WAIT!** Keep the cool air in now and be all set for the heating season later. Find out what additional SAVEGREEN incentives you may qualify for with a call to:

877-455-NJNG (6564) | www.savegreenproject.com





\*Visit www.savegreenproject.com for complete terms and conditions for rebates and On-Bill Repayment Program.

# Moving Forward

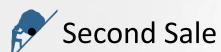
| Path               | Focus |
|--------------------|-------|
| Audit (Pro-Active) | 37%   |
| Energy Assessment  | 11%   |
| Rebates            | 3%    |
| Non-HPwES          | 5%    |

#### Lessons Learned

#### Successes

- Market Remarket Market Remarket Market . . .
- Contractor Relationships
- Energy Efficient Program Consultants
- In-house Auditors

### Challenges



Lack of HPwES Seal-Up/Insulation ONLY Contractors

### Connecting the Dots



# Lessons Learned: New Jersey (1 of 2)

- By providing multiple onramps to participate, programs can move customers into energy performance no matter where they are starting or what their needs are.
- Attending events lets customers see the face of energy efficiency and provides an opportunity to cultivate relationships with contractors, realtors, and customers.
- Education is a crucial component of outreach:
  - Audits: Many customers believe that upgrading one piece of equipment makes their home energy efficient; contractors can use audits to provide homeowners with a comprehensive look at their energy use.
  - Outreach materials can help increase customer awareness around the different types of energy efficient upgrades for their homes.
- Person-to-Person interaction is key to program success:
  - NJNG provides each customer with an energy efficiency program consultant liaison to learn about their specific tailored concerns and walk them through each phase of the process.





# Lessons Learned: New Jersey (2 of 2)

- NJNG maintains a robust database of leads to remarket upgrades and reengage customers.
  - NJNG customizes its marketing based on customer data. Data include: age of current equipment, past upgrades completed, and customer upgrade interests.
  - Since many upgrades are done at the time of home purchase, NJNG keeps track of new homeowners in its territory and sends them targeted messaging.
  - Customers are asked to sign a release that allows NJNG to connect them with contractors through their contractor portal.
    - Even when customers do not sign a release, NJNG keeps them in the system and sends messaging about upgrades specific to their home.
- If you do not have a large marketing budget, focus on contractors:
  - Contractors are your salesforce, they are feet on the ground talking to customers, and they can lead customers through the program and recommend additional needed upgrades.

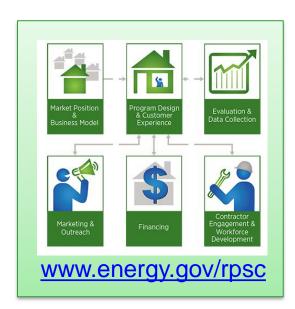




# Related Resources in the Residential Program Solution Center

#### Customer engagement resources:

- Program Design & Customer Experience Assess & Improve Processes handbook provides step-by-step instructions on how to ensure a positive customer experience from launch through implementation over time.
- Customer engagement <u>Quick Link</u> provides resources to help you engage customers in multiple ways to increase program successes.
- Tip: <u>Provide customers with a single point of contact to help them through the upgrade process</u>.



- While you're there, see the latest <u>Proven Practices</u> post on <u>Evaluating Residential</u> <u>Program Success</u>.
- ➤ The Solution Center is continually updated to support residential energy efficiency programs—member ideas are wanted!





# Closing Poll

- After today's call, what will you do?
  - Consider implementing one or more of the ideas discussed 69%
  - Seek out additional information on one or more of the ideas 19%
  - Make no changes to your current approach 12%
  - Other (please explain) 0%





# 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:**

- July 7: It's Getting Hot in Here! Best Practices for Hot and Humid Climates (101)
- July 14: Innovation Station: The Latest Advances in Energy Efficiency Technology (301)
- July 21: The Return of Residential PACE the Sequel (201)
- July 28: Trade Talk: Best Practices for Fostering and Using Contractor Networks (101)

Send call topic ideas to <u>peerexchange@rossstrategic.com</u>
See the Better Buildings Residential Network Program <u>website</u> to register



