



RESIDENTIAL NETWORK

Network View Newsletter

News from the Field

October 5 Is Energy Efficiency Day

[Energy Efficiency Day](#),

October 5, is an opportunity to leverage a collaborative campaign effort between regional and national organizations, business, utilities, and individuals working to promote energy efficiency and that aim to:



- Raise awareness of energy issues and what can be done to fix them
- Help individuals and businesses save money through education on efficiency techniques
- Unite people who are passionate about cutting energy waste and conserving resources.

The campaign offers a variety of actions and tips, as well as materials, such as graphics, a sample press release, a proclamation for local officials to sign, and sample social media posts. [Learn more](#).

While You Were on Summer Vacation...

It's back-to-school time, and the Better Buildings Residential Network has a library of materials to prepare for any residential energy efficiency test you may face. Here are a few resources the Residential Network released this summer in case you missed them:



- [Community-Based Social Marketing Toolkit](#)—Learn community-based social marketing principles to apply resources effectively, increase participation rates, promote a greater understanding of the value of energy-efficient homes, and strengthen long-term relationships with residents.
- [Case Study: Community-Based Social Marketing in Fort Collins](#)—Explore how Fort Collins, Colorado, used community-based social marketing principles and launched a pilot that streamlined the energy efficiency upgrade process, targeted neighborhoods with a high potential for energy savings, and

September 2017

In this Issue

- [October 5 Is Energy Efficiency Day](#)
- [While You Were on Summer Vacation...](#)
- [Enervee Shows Efficiency Scores Move Consumers](#)
- [Vermont Member Receives Grant for Efficiency Program](#)
- [Efficiency Maine Completes 10,000 Energy Upgrades](#)
- [Residential Network Adds New Members](#)
- [Refresh Your Reading List](#)
- [Residential Program Solution Center Spotlight](#)

[JOIN »](#)

[DOE FUNDING OPPORTUNITIES »](#)

Peer Exchange Calls—Register Below

All are invited to take part in these topical calls that serve as a forum to ask questions and engage peers. Register below:

September 21

Home Improvement Catalyst: Contractor Models for Providing Value-Added Services to Homeowners

1–2:30 p.m. ET

[Register now](#)

September 28

Data Overload: Best Practices for Collecting and Using Information

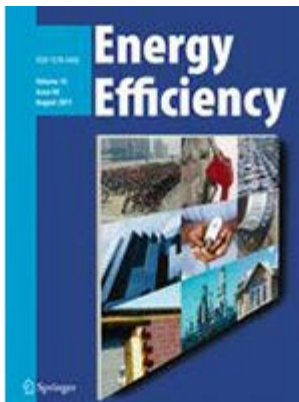
created a marketing campaign tailored to the community.

- [Lessons Learned: Peer Exchange Calls, No. 12](#)—Read how Better Buildings Residential Network members promoted the health benefits of upgrades, and made benefits of energy upgrades visible in this fact sheet that summarizes Peer Exchange Calls held in the spring of 2017.

View the Residential Network [Resources page](#) for further reading.

Enveree Journal Article Shows Efficiency Scores Move Consumers Most

Enveree, a Better Buildings Residential Network member, has its first peer-reviewed journal article published in [Energy Efficiency](#), and showed that a simple efficiency score was more effective than energy bill savings information at driving consumer choices toward more energy-efficient



products. The paper presents results on decision-making, preferences, and online shopping behavior obtained from a series of observational (utility-branded marketplace platform analytics) and experimental studies (randomized controlled trials).

The trials all showed that the use of the 0-100 Enveree Score had a significant effect on consumer product choices and encouraged shoppers to select more energy-efficient products, consistent with the observational data. In contrast, energy bill savings information proved salient in some cases, but not in others. The strongest effect was found in the response of people with lower economic means. Read the open-access paper to [learn more](#).

Vermont Member Receives Grant To Expand Efficiency Program

[NeighborWorks of Western Vermont](#), a Better Buildings Residential Network member, received a [\\$250,000 Northern Border Regional Commission grant](#) to expand its HEAT Squad service to the Northeast Kingdom part of the state.

The HEAT Squad was created in 2010 to cultivate resilient contractor jobs and businesses and reduce energy bills to make Vermont homes more affordable. The HEAT Squad focuses on educating homeowners about energy efficiency, offering low-cost energy assessments with same-day reports, and providing recommendations and trusted contractor referrals.



1–2:30 p.m. ET

[Register now](#)

October 5

Here Comes the Sun: New Advances in Solar and Its Connection to Energy Efficiency

1–2:30 p.m. ET

[Register now](#)

October 19

Powered Up: Batteries and the Future of Residential Energy Storage

1–2:30 p.m. ET

[Register now](#)

October 26

The Amazing Race: The Winner of the \$5M Georgetown University Energy Prize (GUEP)

1–2:30 p.m. ET

[Register now](#)

Find the Latest Peer Exchange Call Summaries

Review new call summaries:

- May 11, 2017
[Are You Ready? Opportunities and Challenges of Home Energy Management Systems](#)
- May 18, 2017
[Innovation Station: The Latest Advances in Energy Efficiency Technology](#)
- June 8, 2017
[Expanding Your Reach: Creating Sustainable Energy Communities](#)
- June 15, 2017
[Home Improvement Catalyst: HVAC Installations That Deliver](#)
- June 22, 2017
[Car Talk: Electric Vehicles and Residential Energy Efficiency](#)
- June 29, 2017
[Community-Based Social Marketing: Using Social Science and Data To Change Behavior](#)
- July 13, 2017

"[Northeast Kingdom] is one area that needs this probably more than any place in the state," Program Manager Melanie Paskevich says. "We're excited about this opportunity and helping residents of the Northeast Kingdom make their homes healthier, safer, more efficient, and more affordable." [Learn more.](#)

Efficiency Maine Completes More Than 10,000 Energy Upgrades

This spring, the Better Buildings Residential Network asked members to report the number of annual upgrades they completed, as well as any associated benefits or other

accomplishments, through the [Reporting and Recognition Template](#). Submitting this information to the U.S. Department of Energy (DOE) is the only requirement of Residential Network membership.

Thanks and congratulations to Residential Network member [Efficiency Maine](#) for reporting the following accomplishments in fiscal year 2016: 10,215 energy upgrades and annual energy savings of 87,300 million British thermal units and 13,931,000 kilowatt-hours.



[Resilience and Energy Efficiency in Low-Income Communities](#)

- July 20, 2017
[Bull's Eye: The Advantages of Targeted Marketing](#)

Residential Program Solution Center Spotlight



Q: How do we make our program appeal to different types of homeowners?

A: Visit the [Better Buildings Residential Program Solution Center](#) to find the answer.

Meet the Members

Residential Network Adds New Members

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

- [Burbank Water and Power](#) (Burbank, California)
- [Eden Housing](#) (Hayward, California)
- [Green & Healthy Homes Initiative](#) (Baltimore, Maryland)
- [Habitat for Humanity of Michigan](#) (Lansing, Michigan)



[Learn more](#) from these programs and other members. Sign up to become a Residential Network member by completing a [membership form](#).

Resource Corner

Refresh Your Reading List

- [Energy Efficiency Financing for Low- and Moderate-Income Households: Current State of the Market, Issues, and](#)

Related Events

[Behavior, Energy, and Climate Change Conference](#)

October 15–18, 2017
Sacramento, CA

[2017 ACEEE National Conference on Energy Efficiency as a Resource](#)

October 30–November 1, 2017
Litchfield Park, AZ

[2017 Home Performance Coalition California Regional Home Performance Conference and Trade Show](#)

November 14–15, 2017
Long Beach, CA

[Midwest Energy Solutions Conference](#)

February 7–18, 2018
Chicago, IL

[2018 Home Performance Coalition New York Regional Home Performance Conference and Trade Show](#)

February 13–14, 2018
Saratoga Springs, NY

Does your organization have an event you would like us to

[Opportunities](#) (State and Local Energy Efficiency Action Network, August 2017)

- [“Energy Efficiency in Southeastern Low-Income Households”](#) (American Council for an Energy-Efficient Economy [ACEEE], August 2017)
- [“How Can We Increase Energy Efficiency Investments? Here Are 10 Suggestions”](#) (ACEEE, August 2017)
- [“Open the Door \(or Window\) to Greater Well-Being and Energy Efficiency for Your Customers”](#) (*Home Energy* magazine, August 2017)
- [“The Legends of Home Performance: Sam Rashkin”](#) (*Home Energy* magazine, August 2017)
- [“Ultra-Low Energy Retrofits Show Promising Growth across the U.S.”](#) (ACEEE, August 2017)
- [“Women in Building Performance: Julie Michals”](#) (*Home Energy* magazine, August 2017)

If your organization has recently published a report or distributed a press release, we want to hear from you. Send your announcement to the [Better Buildings Residential Network](#), so we can be aware of it for future issues of the *Network View* or share it on social media.

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](#).

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Washington, DC 20585

betterbuildings.energy.gov/bbrn

feature? Email the details to [Better Buildings Residential Network Support](#).

Social Media Spotlight



Northeast Energy Efficiency Partnerships, a Better Buildings Residential Network member, [tweeted a reminder](#) about Energy Efficiency Day, October 5. Visit the Energy Efficiency Day [website](#) for graphics you can download to promote this campaign on your organization's social media accounts.