



# Better Buildings Residential Network **LESSONS LEARNED**

## Peer Exchange Calls, Winter 2018, No. 14

The Better Buildings Residential Network hosts weekly Peer Exchange Calls that connect energy efficiency programs and partners to share best practices and learn from one another to increase the number of homes that are energy efficient. Follow the links below to view full summaries of each call, and visit the [Better Buildings Residential Network website](#) to view a schedule of upcoming Peer Exchange Calls.



Evaluation &  
Data Collection

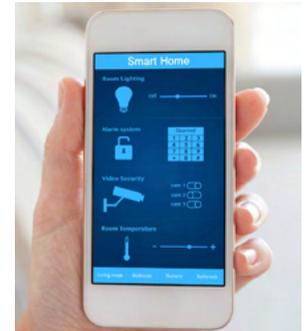
### **Bundling smart energy efficiency solutions is shaping up to be the next big innovation in smart tech.**

Based on current [research](#), CLEAResult forecasts that the future is integration; by combining smart thermostats with other home devices, as well as enabling cloud-based interoperability and voice-control features, individuals can more easily tap into deeper energy savings.



MEMBERS HIGHLIGHTED: [CLEAResult](#), [ecobee](#)

*Wicked Smart: Optimizing Diagnostics through Home Energy Monitoring* - November 16, 2017



### **It's not all about the money: non-financial benefits can be a big draw for upgrades.**

ACEEE's recent study, "[How to Talk about Home Energy Upgrades](#)," found that telling homeowners about comfort or health benefits, such as reduced noise, less allergies, and fewer cold drafts, were powerful motivators to conduct upgrades.



MEMBER HIGHLIGHTED: [American Council for an Energy-Efficient Economy \(ACEEE\)](#)

*The Beatles, Beastie Boys, and Beyoncé: Residential Energy Efficiency Messaging for Different Generations* - November 2, 2017



Marketing &  
Outreach



Market Position  
&  
Business Model

### **Creating hype around new innovations is a great way to build excitement and engagement with your audience.**

Modular Lifestyles showcased its 395-square foot solar factory-built house by taking it to the California State Capitol and tradeshows where people had first-hand experience with off-the-grid, tiny house technology.



MEMBER HIGHLIGHTED: [Modular Lifestyles](#)

*Here Comes the Sun: New Advances in Solar and its Connection to Energy Efficiency* - October 5, 2017



The last 2 weeks of  
June you used  
**LESS**  
electricity as efficient  
Castle Hill neighbors living  
in apartments the same  
size as yours. Thank you!



### **Feedback and prompts can spark and sustain behavior change.**

Action Research tested the power of feedback to change behavior in a pilot in which renters received smiley face messages comparing their energy use to that of their neighbor. The pilot resulted in ~4% persistent energy savings over 10 months following the pilot.



MEMBER HIGHLIGHTED: [New York State Energy Research and Development Authority \(NYSERDA\)](#)

*Keeping Up with the Jones': Key Strategies for Behavior Change* - September 14, 2017



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