



**Better Buildings Residential Network  
Program Sustainability Peer Exchange Call  
Series: *Incorporating Behavior Change Efforts  
into Energy Efficiency Programs***

July 10, 2014

*Call Slides and Discussion Summary*

# Agenda

- Call Logistics and Introductions
- BBRN and Peer Exchange Overview
- Featured Participants:
  - Kristin Riott, Executive Director, Bridging the Gap (Kansas City, MO)
  - Jessica Bergman, Vice President of Marketing and Outreach, EMPOWER Devices (Connecticut Neighbor-to-Neighbor Energy Challenge)
- Discussion:
  - *What are the different ways that programs are using behavior change strategies to reduce energy use?*
  - *What makes behavior change strategies work well? What are the challenges?*
  - *How do we know what impacts these efforts have?*

# Call Participants

- Aspen Community Office for Resource Efficiency
- BKi
- Bridging The Gap
- CalCERTS, Inc.
- California Center for Sustainable Energy
- California Housing Partnership Corporation
- City of Bellingham, WA
- City of Providence, RI
- Clinton Foundation
- Ecolibrium3
- Efficiency Nova Scotia
- Empower Devices
- Greater Cincinnati Energy Alliance
- Metropolitan Energy Center
- PECE
- StopWaste
- Sustainable Living Center
- The Energy Coalition

# Better Buildings Residential Network

- **Better Buildings Residential Network**: Connects energy efficiency programs and partners to share best practices to increase the number of American homes that are energy efficient.
  - Membership: Open to organizations committed to accelerating the pace of existing residential upgrades. Commit to providing DOE with annual number of residential upgrades, and information about benefits associated with them.
  - Benefits:
    - Peer Exchange Calls
    - Tools, templates, & resources
    - Newsletter updates on trends
    - Recognition: Media, materials
    - Optional benchmarking
    - Residential Solution Center

For more information & to join, email [bbresidentialnetwork@ee.doe.gov](mailto:bbresidentialnetwork@ee.doe.gov).

- **Better Buildings Residential Network Group on Home Energy Pros**

Join to access:

- Peer exchange call summaries and calendar
- Discussion threads with energy efficiency programs and partners
- Resources and documents for energy efficiency programs and partners

<http://homeenergypros.lbl.gov/group/better-buildings-residential-network>

# Better Buildings Residential Network Group on Home Energy Pros Website



## Better Buildings Residential Network

Created by Better Buildings Support

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### Information



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

Website: <http://betterbuildings.energy.gov/bbrn>

Latest Activity: 8 hours ago

Join the conversation in the discussion forum below. You can use the "Follow" link at the bottom of the forum to receive an email whenever a new discussion is posted.

Open the table of contents below and follow the links to access topical materials and resources.

### Helpful Links

- Table of Contents
- Better Buildings Residential Network
- Better Buildings Neighborhood Program Website
- Home Performance with ENERGY STAR
- Home Energy Score



Table of Contents



+New Discussion



Peer Exchange Call Archive



Better Buildings Network View



Tools



Related Events

### Discussion Forum



#### Attend Today's Peer Exchange Calls on Program Sustainability and on Workforce

Don't miss today's calls. "Collaborating with Utilities on Residential Energy Efficiency" begins at 12:30 p.m. Eastern and "Engaging Efficiency First Chapters and Other Trade Associations in Energy Efficiency Programs" begins at 3:00 p.m. Eastern.

Continue

Tags: Peer Exchange Calls

Started by Better Buildings Support 8 hours ago.



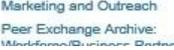
#### Register for Upcoming DOE Webinar About On-Bill Financing

Sign up to attend the DOE State and Local Energy Efficiency Action Network (SEE Action) webinar, "Case Studies: Financing Energy Improvements on Utility Bills," taking place June 11, 2014, from 2:00 to 3:30 p.m. Eastern. To learn more on this topic, read

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### Home Energy Pros

Home Energy Pros was founded by the developers of Home Energy Saver Pro (sponsored by the U.S. Department of Energy,) and brought to you in partnership with Home Energy magazine.

### Latest Activity

What brings you here?

140 [Share](#)

Tucker Henne commented on David Byrne's blog post Does Aeroseal work? An auditors review

"I would like to begin with a disclaimer that I am an Aeroseal contractor. One of the reasons I..."

18 minutes ago

T.J Alexander posted a blog post

**So many homes have fiberglass insulation that is poorly installed in New Hampshire and elsewhere**

Doing testing of existing homes it is typical to see mottled patterns of surface temperatures with...

See More

1 hour ago

0

### Pages (15)

Tools

Better Buildings Network

View

Peer Exchange Call Schedule and Archive

Peer Exchange Archive: Marketing and Outreach

Peer Exchange Archive: Workforce Business Outreach

CleanEdison updated an event



**Entry Level Solar Photovoltaic at Cotuit, MA**  
September 30, 2012 to

# Peer Exchange Call Series

- There are currently 6 Peer Exchange call series:
  - Data & Evaluation
  - Financing & Revenue
  - Marketing & Outreach
  - Multifamily/ Low-income Housing
  - Program Sustainability
  - Workforce/ Business Partners
- Calls are held the 2nd and 4th Thursday of every month at 12:30 and 3:00 ET
- Upcoming calls:
  - Data & Evaluation: Cost-Effective, Customer-Focused and Contractor-Focused Data Tracking Systems (July 24)
  - Financing: Effective Loan Program Design and Integration with Contractors (July 24)
  - Program Sustainability: Mastermind (August 14)
  - Workforce/Business Partners: Home Performance Training & Mentoring: Lessons and Resources (August 14)
- Send call topic ideas or requests to be added to additional call series distribution lists to [peerexchange@rossstrategic.com](mailto:peerexchange@rossstrategic.com).

# Poll Results

Participant Poll: Which of the following best describes your program's experience with energy efficiency behavior change efforts?

- Currently implementing: 31%
- Planning to implement: 31%
- Thinking about it: 19%
- Haven't thought about it: 0%
- Not applicable: 19%

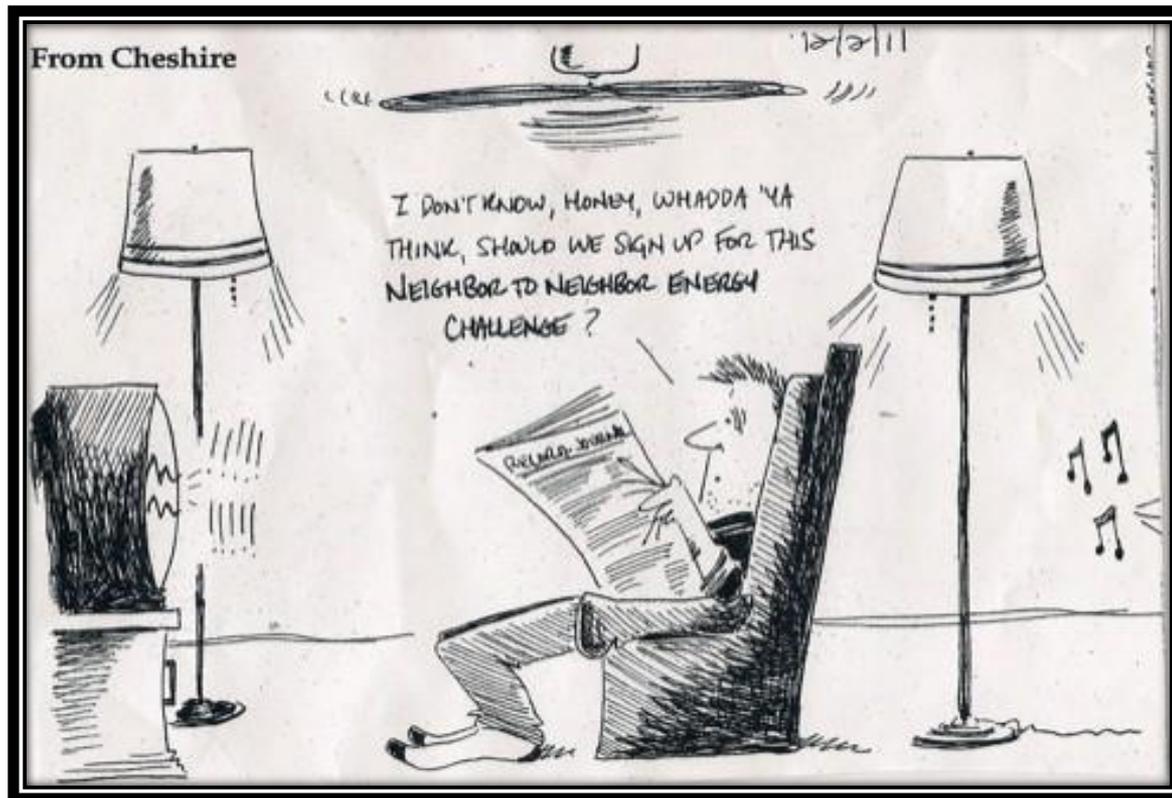


**LEARN | ACT | GIVE**

Connecting Environment, Economy, and Community

Kristin Riott, Executive Director, Bridging the Gap (Kansas City, MO)

# Incorporating Behavior Change into EE Pilots: Lessons learned from the N2N Energy Challenge



Jessica Bergman

July 9, 2014

## Connecticut's Neighbor to Neighbor Energy Challenge

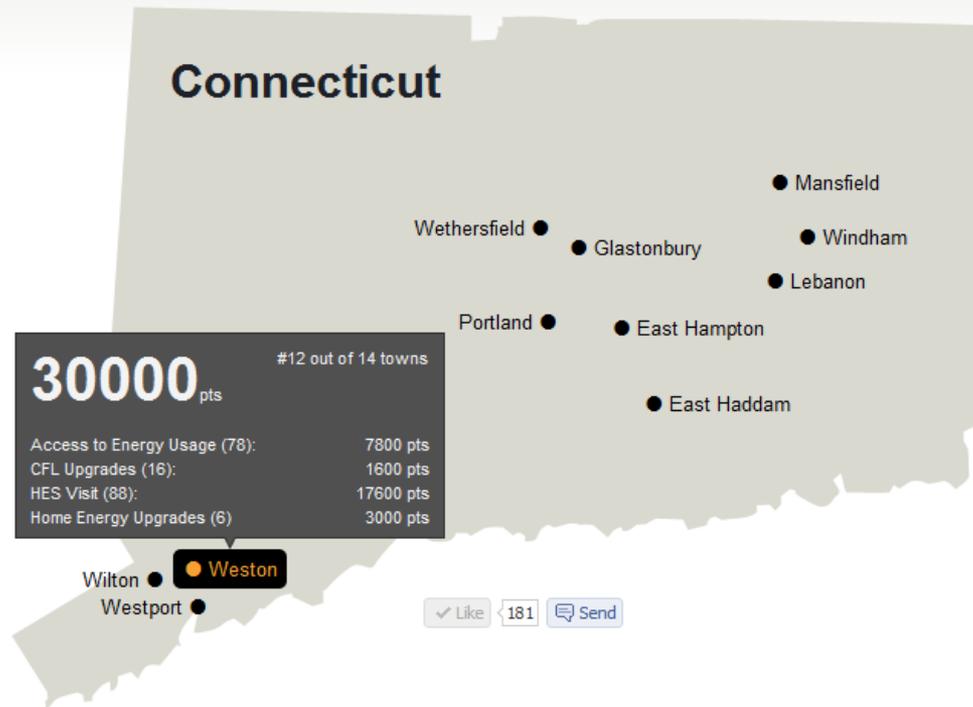
\$4.1 million pilot funded by Better Buildings to:

1. Prove that community based strategies are a cost-effective way to drive demand for residential upgrades
2. Demonstrate that Home Energy Solutions could be marketed as a first step to deeper improvements (historical upgrade rate <10%)
3. Prove that investing in state of the art data systems will improve community based program results



*Gov. Malloy announces the Program*

## Towns in The Energy Challenge



## Leaderboard

Towns Community Groups

### 👑 Westport

#	Town	Points
1.	Westport	558,000
2.	Ridgefield	111,500
3.	Wilton	101,100
4.	Lebanon	69,800
5.	Wethersfield	69,800
6.	Glastonbury	60,800
7.	East Hampton	47,200
8.	Cheshire	46,300
9.	Mansfield	33,700
10.	Portland	33,100
11.	Windham	31,900
12.	Weston	30,000
13.	East Haddam	22,900
14.	Bethany	15,500

## Challenge Stats

 **1231600** pts

Participating Towns: 14

# Trusted messenger influence



# We are social creatures





People need a reason



# Customer

Join Your  
Neighbors



**“The energy assessment is a no brainer.”**

Sue Berescik  
East Hampton, CT



**“Awareness and education will help us see energy improvements as an investment.”**

Mark Wilson  
Glastonbury, CT



**“Not only do the homeowners win, but residents in need do too.”**

Dawn Egan  
Director,  
Weston Warm Up Fund



**“Neighbor to Neighbor makes it easy for us to help residents save money.”**

Evelyn Solla-deCambre  
Windham Area  
Interfaith Ministry  
Windham, CT



**“A Neighborhood Energy Workshop inspired me to become an ambassador for the Challenge.”**

Bob Giddings  
Cheshire, CT

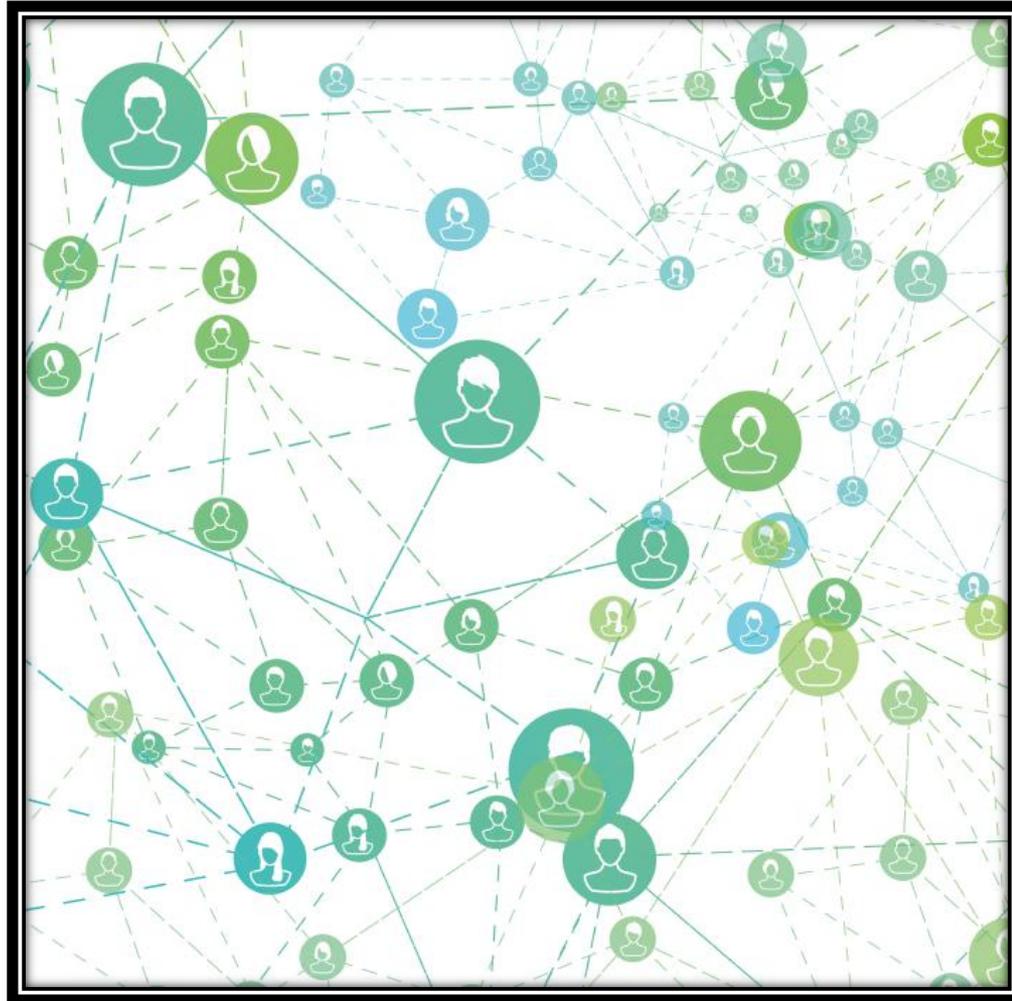
**“** My wife and I have been involved in energy conservation and renewable energy since the 1970's.

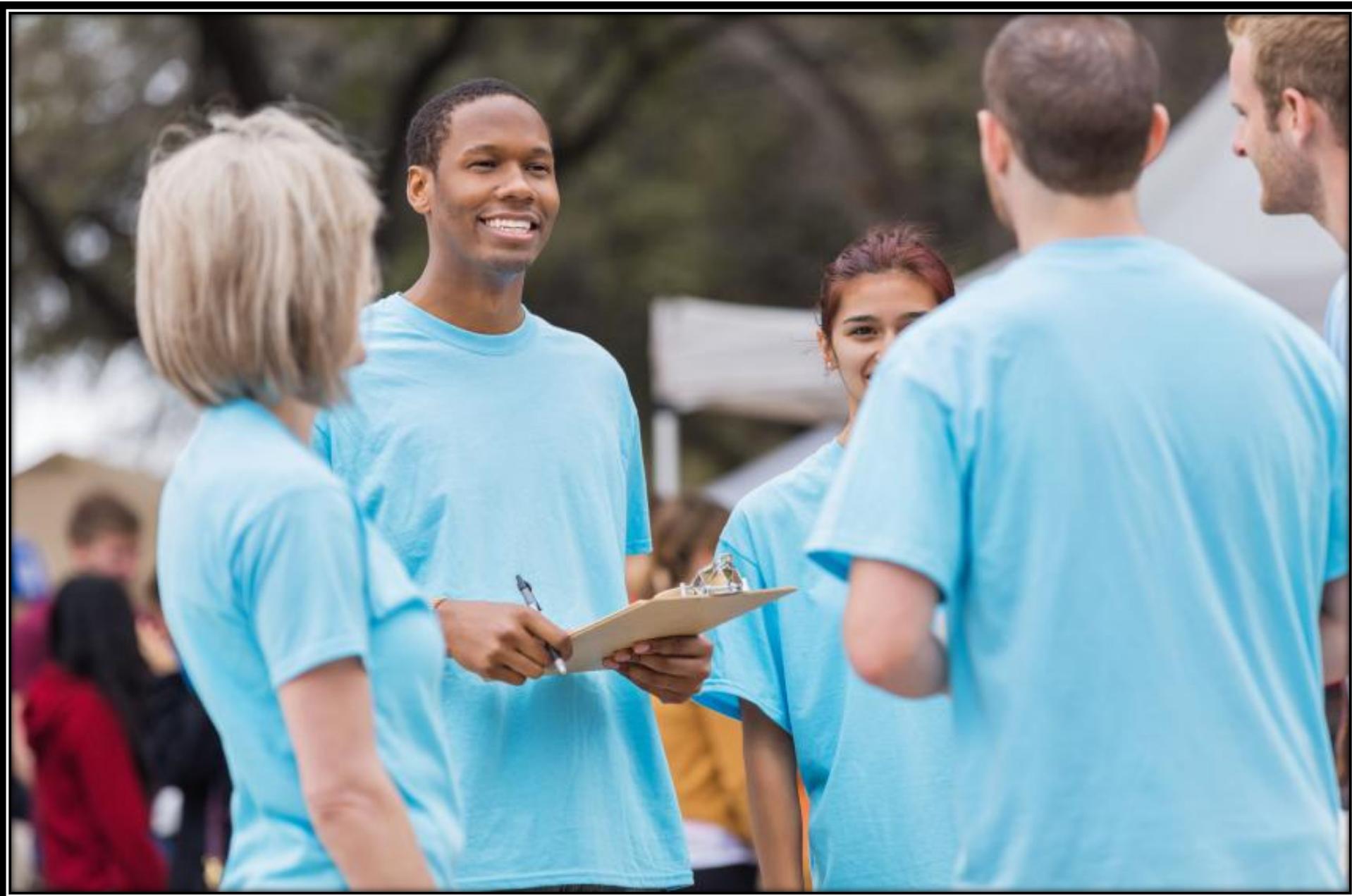
In January we upgraded our solar PV system and the next month we saw our usage drop from 300 kilowatts per hour to 116 kilowatts per hour.

I came to a Neighborhood Energy Workshop and was inspired to become an ambassador for the Challenge in Cheshire. I'm looking forward to helping to educate and motivate my neighbors to become more energy efficient. **”**



# Discover the Right Local Partners





# Discussion

- What are the different ways that programs are using behavior change strategies to reduce energy use?
- What makes behavior change strategies work well?
- What are the challenges?
- How do we know what impacts these efforts have?

# Discussion: Challenges and Solutions

- Behavior Change Challenges:
  - Home energy upgrades can be expensive (Kansas City encourages people to DIY their insulation to decrease expense, and connecting homeowners to available rebates)
  - People are overwhelmed with information
  - People tend to procrastinate
  - Resistance: Changing behavior can involve inconveniences (e.g. turning off power strips at night affects digital clocks; people dislike the color of compact fluorescent light bulbs, etc.)

# Discussion: Challenges and Solutions

- Overcoming Challenges - Solutions:
  - Access trusted, local messengers
  - Engage your satisfied customers as champions to turn them into “lifetime customers”
  - Invite people to make a pledge with a few simple EE activities they can take
  - Connect with the right local partners (Connecticut conducted “community asset mapping”)
  - Directly involve the homeowner through DIY work or as energy efficiency demonstration homes to help them feel engaged (San Diego demonstration homes)
  - Minimize paperwork to make it easier to participate

# Discussion: Challenges and Solutions

- Overcoming Challenges - Solutions:
  - Be warm, friendly, and personal to overcome the information overload effect
  - Make it fun – people will turn out for fun
  - To overcome procrastination, set a date/time for follow-up
  - Make the process as simple as possible for people
  - Deliver messages multiple times – it takes multiple “hits” from different channels to drive behavior change

# Resources



**Insights from Smart Meters: The Potential for Peak-Hour Savings from Behavior-Based Programs**

**Customer Information and Behavior Working Group**

**June 2014**

[http://www1.eere.energy.gov/seeaction/pdfs/smart\\_meters.pdf](http://www1.eere.energy.gov/seeaction/pdfs/smart_meters.pdf)



PNNL-23264

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**Behavioral Change and Building Performance: Strategies for Significant, Persistent, and Measurable Institutional Change**

[http://www.pnnl.gov/main/publications/external/technical\\_reports/PNNL-23264.pdf](http://www.pnnl.gov/main/publications/external/technical_reports/PNNL-23264.pdf)

# Resources (ACEEE)

- *Saving Energy with Neighborly Behavior: Energy Efficiency for Multifamily Renters and Homebuyers*
  - Tenant engagement programs encourage the people who live in a multifamily property to change their behavior in order to achieve a goal. These programs are an attractive option for owners or managers who want to improve energy efficiency.
  - <http://www.aceee.org/white-paper/saving-energy-with-neighborly-behavior>
- *Field Guide to Utility-Run Behavior Programs*
  - As the first comparative analysis of utility-run behavior programs, this report lays the groundwork for further program development by developing a classification scheme, or taxonomy, that sorts programs into discrete categories.
  - <http://www.aceee.org/research-report/b132>
- *Reaching the “High-Hanging Fruit” through Behavior Change: How Community-Based Social Marketing Puts Energy Savings within Reach*
  - Community-based social marketing (CBSM) is a concept that has received a lot of attention lately, but may not be particularly well understood across the entire energy efficiency community.
  - <http://www.aceee.org/white-paper/high-hanging-fruit>

# Future Program Sustainability Call Topics

- Program Sustainability: Mastermind (August 14)
- Workforce/Business Partners: Home Performance Training & Mentoring: Lessons and Resources (August 14)

Please chat in suggestions for additional call topics or email to [peerexchange@rossstrategic.com](mailto:peerexchange@rossstrategic.com)