



**Better Buildings Residential Network  
Marketing & Outreach Peer Exchange Call:  
*Outreach to Faith-Based Organizations***

September 25, 2014

*Call Slides and Discussion Summary*

# Agenda

- Call Logistics, Announcements, and Introductions
- Opening Poll
- Residential Network and Peer Exchange Call Overview
- Featured Speakers
  - **Jodi Slick**, Ecolibrium3 and Duluth Energy Efficiency Program
  - **Anne Rahikainen**, GreenFaith
- Discussion
  - What experience does your organization have with outreach to faith-based organizations (e.g., to support energy assessments & upgrades at houses of worship and/or promote EE to homeowners)?
  - What marketing & outreach approaches work well? What does not work well?
  - What are some challenges with outreach/marketing to faith-based organizations/houses of worship? How do you address those?
  - What messages or messaging approaches have worked well? Do they differ from overall program messaging?
  - Other questions/issues related to outreach and marketing to faith-based organizations?
- Future Call Topics Poll

# Call Participants

- Arlington County, VA
- Build It Green
- Center for Energy & Environment
- City & County of Denver (CO)
- City of Farmington Hills, MI
- City of Fremont, CA
- City of Milwaukee, WI
- Clean Energy Works
- Corvallis Environmental Center
- Earth Care
- Ecolibrium3
- Elevate Energy
- EnergySmart (Boulder, CO)
- Episcopal Diocese of Eastern Oregon
- GreenFaith
- Midwest Energy Efficiency Alliance
- NeighborWorks HEAT Squad
- International Center for Appropriate & Sustainable Technology (Lakewood, CO)
- Nexus Energy Center
- PA Interfaith Power & Light
- Rural Ulster Preservation Company
- Southeast Consultant for NRDC (Murrells Inlet, SC)
- StopWaste (Oakland, CA)
- The Environmental Center
- The Oberlin Project
- Wisconsin Energy Conservation Corporation (Madison, WI)
- Washington State University Energy Program (Olympia, WA)

# Opening Poll Results

What experience does your organization have with outreach to faith-based organizations on energy efficiency? (Choose all that apply)

- Include faith-based organizations in energy efficiency outreach, but it's not a focus: **50%**
- Work with faith-based organizations to promote *residential* energy efficiency upgrades: **32%**
- Encourage houses of worship to conduct energy audits (assessments) and upgrades: **27%**
- Have not conducted outreach to faith-based organizations on energy efficiency: **27%**
- We are a faith-based organization that works on energy efficiency: **14%**

# General Announcements

- Funding is available for innovative urban solutions from **Bloomberg Philanthropies' Innovation Delivery Grants**
  - Innovation teams use idea-generation techniques and a structured, data-driven approach to deliver results on a variety of topics
  - 3-year grants are available, \$250K-\$1 million each, to cities with populations of at least 100,000
  - Application Deadline: October 6, 2014
  - Learn more at: <http://www.bloomberg.org/program/government-innovation/innovation-delivery-teams/>

# 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/bbm>

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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- Tools
- Better Buildings Network View
- Peer Exchange Call Schedule and Archive
- Peer Exchange Archive: Marketing and Outreach
- Peer Exchange Archive: Workforce Business Partners

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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?](#)

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

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

16 minutes ago

TJ 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](#)

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 2nd & 4th Thursday of each month at 12:30 & 3 PM ET
- Upcoming calls:
  - Sept. 25, 3 PM ET: Multifamily/Low-Income: Strategies to Overcome Split Incentive Tenant/Landlord Issues
  - Oct. 9, 12:30 PM ET: Program Sustainability: Incorporating Energy Efficiency into Disaster Recovery Efforts
  - Oct. 9, 3 PM ET: Data & Evaluation: Making Evaluations Work for Your Program: Tips for Success
  - Oct. 23, 12:30 PM ET: Financing & Revenue: Crowd Funding: Enabling Small Investors to Help Fund Business Loans for E3 Upgrades
  - Oct. 23, 3 PM ET: Voluntary Initiative on Partnerships: Toolkit Training Webinar
- Send call topic ideas, or requests to be added to email distribution lists to [peerexchange@rossstrategic.com](mailto:peerexchange@rossstrategic.com)



# Peer Exchange Call Summaries

## 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

20



## 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%

The screenshot shows the Home Energy Pros website interface. At the top, it says "HOME ENERGY PROS" with the tagline "Connecting home energy professionals". Below this is a navigation menu with links for Home, Invite, My Page, Members, Forum, Blogs, Groups, Photos, Videos, and Events. A breadcrumb trail reads "Back to Better Buildings Residential Network" and "All Better Buildings Residential Network Pages". The main heading is "Peer Exchange Archive: Program Sustainability". Below this, there are several entries, each with a title, date, and a link to a PDF summary:

- Incorporating Behavior Change Efforts into Energy Efficiency Programs**  
July 10, 2014  
[Presentation and Discussion Summary \(PDF\)](#)
- Collaborating with Utilities on Residential Energy Efficiency**  
June 12, 2014  
[Presentation and Discussion Summary \(PDF\)](#)
- BBRN Voluntary Initiative: Partnering to Enhance Program Capacity**  
May 8, 2014  
[Presentation and Discussion Summary \(PDF\)](#)
- Complementary Energy and Health Strategies**  
April 10, 2014  
[Presentation and Discussion Summary \(PDF\)](#)
- Mastermind: Jim Mikel, Spirit Foundation**  
March 13, 2014  
[Presentation and Discussion Summary \(PDF\)](#)

*How do you eat an elephant? One bite at a time. A slight shift in perspective goes a long way.*

*Understanding how EE can solve a financial, public relation, or customer service problem for the utility is the right place to start.*

# **Outreach to Faith-Based Organizations Lessons Learned:**

**Jodi Slick, CEO**

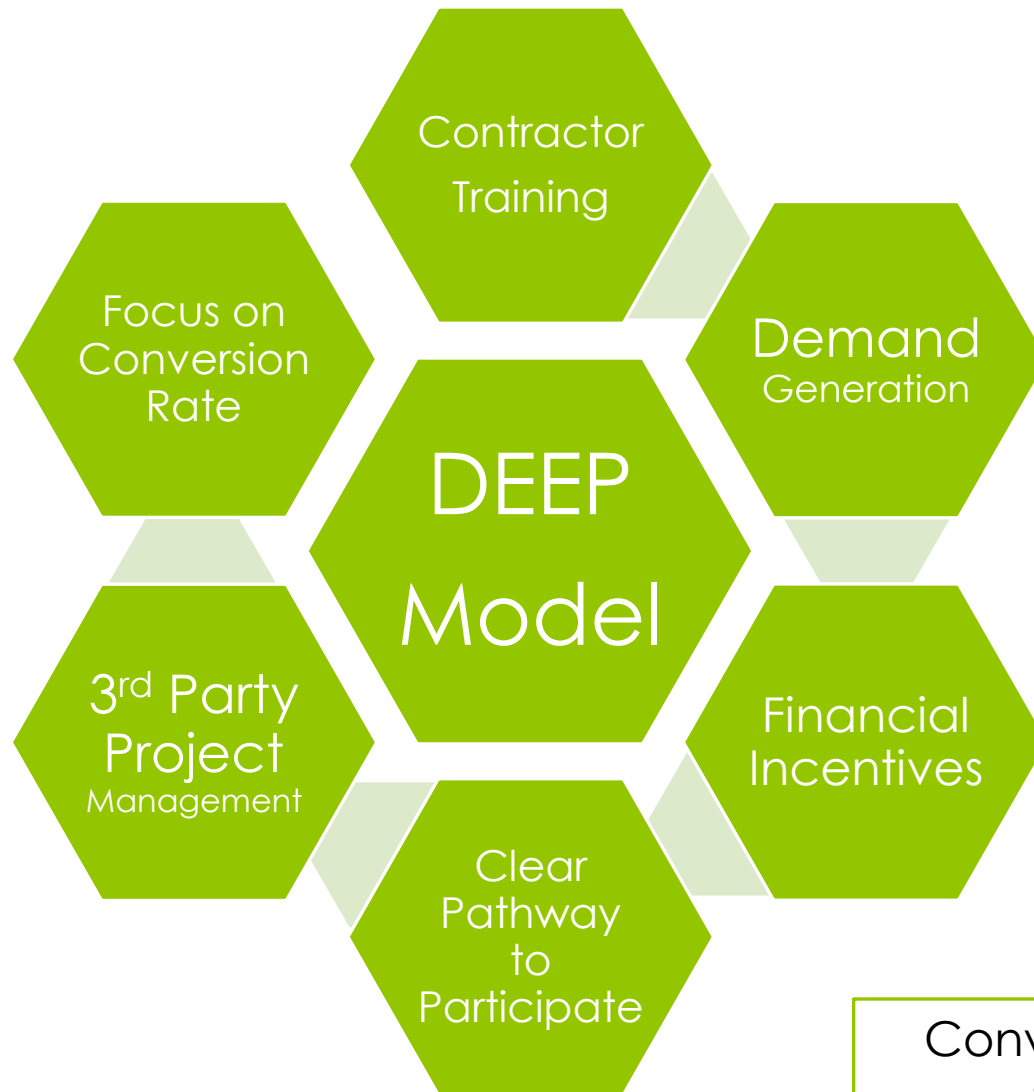
**Ecolibrium3**

**Duluth Energy Efficiency Program**



**ecolibrium3**  
LOCAL ENERGY MATTERS

Jodi Slick  
CEO, Ecolibrium3  
[www.ecolibrium3.org](http://www.ecolibrium3.org)



## Demand Generation

- ARRA Rebates
- Flood Recovery
- Market-based approach



Conversion rate from less than 2% to 65%!



DOE Better Buildings Residential Program Solution Center



## Faith Pilot Project

- Value proposition- If enough members of your church get residential energy assessments, the congregation will receive:
  - A free commercial audit of the church building
  - Do-it-yourself efficiency training
  - Assistance in energy budgeting



- 3 initial churches
- Combined utility audit program – customer assistance



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Inspiring homeowners to action through effective marketing and other strategies for driving consumer demand for home energy upgrades.

## Pilgrim Church - Duluth

### Funding

- \$10,000 from church council for items that offered a 5-year payback or better
- Social justice fundraiser \$725
- \$5,000 donation
- Rebate \$3,400

### Savings/Enhancements

- Water- 23% savings (55,000 gallons!)
- \$3,000 in gas savings (18% more efficient)
- 4% electrical savings 2013, 15% in 2014
- Improved visibility
- Greater comfort (room reopened, hot water in 2<sup>nd</sup> floor)
- 22 residential audits



GREAT project management makes a difference.

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Our work would not have been possible without the support of the EPA Climate Showcase Communities Program, EPA staff, and fellow Showcase Communities!



## Round 2

- Added partnership with Minnesota Power and Comfort Systems enhanced program to include:
  - MN Power- Money to a “energy fund” based on participation.
  - Enhanced Comfort Systems commercial rebates.
  - Research study funds.



- 4 applicants for 4 spots, 2/2
- Helper churches developed and larger interfaith effort.

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Inspiring homeowners to action through effective marketing and other strategies for driving consumer demand for home energy upgrades.



# Results- 2<sup>nd</sup> Pilot

- 54 residential audits from 4 churches
- 28% of our audits during that period of time
- Recruitment into low-income energy programs
- 2 churches earned \$1,000
- 2 churches earned \$1,500

- Growth in interest by other congregations.
- Spawned the Arrowhead group of the MN Interfaith Power and Light- now looking at solar
- Energy champions and outreach materials.



Our work would not have been possible without the support of the EPA Climate Showcase Communities Program and our local utilities!



**Be a Better Steward:  
Save Energy AND Money!**

Learn about saving energy in your home and saving money. This event will explain the process of a home energy analysis and answer questions related to energy efficiency in your home. Information about local utility rebate programs will also be presented.

**What: Home Energy Efficiency Presentation**

**When: Wednesday, November 20<sup>th</sup> at 6:30 pm**

**Where: Concordia Lutheran Church (2501 Woodland Ave)**

For more information call Concordia Lutheran Church at 728-4229



# **Outreach to Faith-Based Organizations Lessons Learned:**

**Anne Rahikainen  
Energy Services Program Director  
GreenFaith**



- Non-profit, environmental organization
- Since 1992, provide educational services, advocacy, facility “greening” resources and financing.
  - Energy Services extension of successful sustainability certification and solar programs
- Work in NJ and nationally; partnerships with 7 national denominations
- Highly skilled staff; commitment to growth of religious and non-profit institutions.

# GreenFaith Residential Programs

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Three campaigns in recent years to engage New Jersey households

- 2008-09: partnership with NJ BPU to distribute free CFLs to low and moderate income households
  - Distributed over 70,000 light bulbs
  - Reached 250 African American and Latino congregations in urban areas of NJ
- 2009-10: contract with PSE&G to enroll moderate income households in 10 NJ urban enterprise zones to home energy audit program
  - >4,000 households enrolled in less than a year
  - 12 outreach workers ran events at > 300 locations and did door-to-door canvassing

# GreenFaith Residential Programs

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- 2011-12: rooftop solar initiative partnering with AP Solar
  - 1,200 homes evaluated for solar
  - 60 installations

# Lessons Learned

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- Effective outreach through faith communities requires being present at faith communities on Saturdays and Sundays.
- Adding a simple educational component to the outreach is useful and appreciated.
- Partnering with an NGO is vital to the success of such efforts.
- Vital to have outreach workers and sales people who are from the same cultural and ethnic background as the audience that is being engaged.

# Lessons Learned

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"Don't laugh, you're next. St Peter says these new units are more energy-efficient."

# Discussion Questions

- What experience does your organization have with outreach to faith-based organizations (e.g., to support energy assessments & upgrades at houses of worship and/or promote EE to homeowners)?
  - What marketing & outreach approaches work well? What does not work well?
- What are some challenges with outreach/marketing to faith-based organizations/houses of worship? How do you address those?
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# Approaches for Outreach to Faith-Based Groups: Ecolibrium3 (Duluth, MN)

- Began the process of engaging faith-based communities with a letter and application requesting a “Church Champion” to be identified as the main point of contact.
  - If needed, Ecolibrium3 followed up by asking to engage the Deacon, Pastor, or other leadership members.
- Tailored marketing materials to fit each church community, being flexible with messaging to effectively reach diverse audiences.
- Recruited “Helper” churches and partnered them with low-income churches.
  - The Helper church members, through their energy assessment fees, provided financial assistance to the low-income church members needing help accessing energy assessments.

# Approaches for Outreach to Faith-Based Groups: GreenFaith

- Partnered with Utilities to distribute free CFLs to low and moderate income households and to African American & Latino congregations. GreenFaith's NGO status built a trust that utilities could not.
  - Faith institutions are regularly approached by vendors wanting access to their customers, and therefore do not like granting such access unless there is a clear and genuine partnership in place.
- Developed simple educational materials in English, Spanish and for children, and provided these when distributing CFLs.
- Added a simple educational component to the outreach, which was found to be useful and appreciated.
  - At events, GreenFaith set up a large TV connected to Google Maps and accessed satellite images of people's homes to do real-time solar assessments.

# Tips for Successful Outreach: Messaging

- Help churches access utility rebates and act as a “translator” between the churches and utilities. (Ecolibrium3)
- Use basic, quick-to-digest information, incorporating humor and multiple languages when needed. (GreenFaith)
- Use messages appropriate to the audience (e.g., don’t mention “low-income” if the faith community is upper/middle class).
  - Employ outreach workers and sales personnel from the same cultural and ethnic background as the audience that is being engaged. (GreenFaith)
  - Social justice can be a motivator. People are highly motivated to receive and pay for energy audits if their fees also benefit others, (their fee helps to provide energy savings to low-income churches and/or congregation members). (Ecolibrium3)

# Tips for Successful Outreach: Building Relationships

- CFL distribution can help to develop relationships, which may lead to future energy assessment enrollment. (GreenFaith)
- Effective outreach to faith-based groups requires being present at faith communities on Saturdays and Sundays. (GreenFaith)
- Outreach to churches can be used as an effective platform to reach other low-income homeowners, who may then access weatherization services. (Ecolibrium3)
- Some utility-owned programs pay non-profits for referrals that lead to assessments or direct-install projects. (Energize Indiana)