

Better Buildings Residential Network Peer Exchange Call: Nothing But Networking for Residential Network Members

Call Slides and Discussion Summary March 12, 2015



Agenda

- Welcome and Agenda Review
- Better Buildings Residential Network Overview
- Plugging into the Better Buildings Residential Network:
 - Round 1: Getting to know you: Introduce yourself and your organization
 - Round 2: What 1-2 things would you most like to know about what other Better Buildings Residential Network members are doing?
 - Round 3: What 1-2 accomplishments is your program or organization most proud of?
 - Round 4: If the Better Buildings Residential Network could do anything to transform the market for residential energy efficiency, what would it be?
- Closing Polls
- Upcoming Event: Better Buildings Summit, May 27-29





Better Buildings Residential Network

- <u>Better Buildings Residential Network</u>: Connects energy efficiency programs and partners to share best practices to increase the number of American homes that are energy efficient.
 - <u>Membership</u>: 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 <u>bbresidentialnetwork@ee.doe.gov</u>.

- 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







Peer Exchange Call Series

- Calls are held the 2nd and 4th Thursday of every month at 12:30 and 3:00 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:
 - March 26, 12:30 ET: Voluntary Initiative on : Toolkit Training Webinar
 - March 26, 3:00 ET: Fostering Behavior Change in the Energy Efficiency Market
 - April 9, 12:30 ET: Residential Energy Efficiency Messaging
 - April 9, 3:00 ET: The Future is Here: Smart Home Technology
- Send call topic ideas to <u>peerexchange@rossstrategic.com</u>.



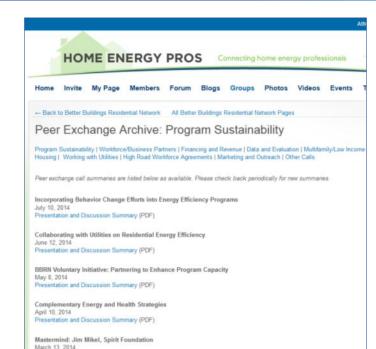


Peer Exchange Call Summaries

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 Better ENERGY 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%



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.





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Residential Program Solution Center

Web portal of residential EE upgrade program resources, & lessons learned to plan better, avoid reinventing the wheel.

- BB Neighborhood Program, Home Performance with ENERGY STAR Sponsors+
- Provides:
 - o Step-by-step guidance
 - o **Examples**
 - o **Tools**
 - o **Templates**
 - Lessons learned
 - Best practices
 - o **Tips**
- Continually add content to support residential EE upgrade programs member ideas wanted!



https://bbnp.pnnl.gov/





Networking Call Format

- Four rounds of questions to get to know Better Buildings Residential Network members, what you've accomplished, and what you are interested in
- We will organize Round 1 by geographic location, which will establish the participation order for subsequent rounds
- Please be concise in your comments to give everybody a chance to speak
- If you hear something you are interested in—write it on your dance card and follow-up!







DANCE CARD		
	o identify at least five people that you would like to connect with after the Peer Exchange o discuss projects and/or other information that may be useful to you.	
NAME & AFFILIATION	NOTES	



Better Buildings Residential Network

Peer Exchange Call | March 12, 2015





Round 1: Getting to know you: Introduce yourself and your organization

- Please introduce yourself by name, organization and program (where applicable)
- What are the main goals of your work?
- What are 1-2 key opportunities or challenges on the horizon?
- Finish the sentence: "Put me on your dance card because..."







Call Participants

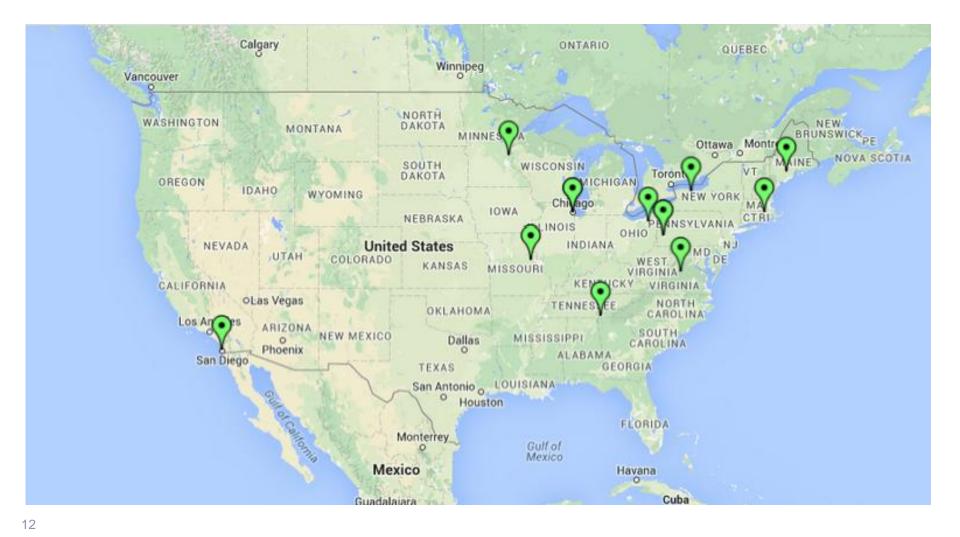
- City of Providence
- Efficiency Maine
- Efficient Windows
 Collaborative
- Elevate Energy
- Energy Efficiency Specialists, LLC
- Energy Smart Home Performance
- green|spaces
- GTECH Strategies

- Local Energy Alliance Program (LEAP)
- Midwest Energy Efficiency Alliance
- San Diego Home Performance Guild
- Spirit Foundation
- Vermont Energy Efficiency Corporation (Efficiency Vermont)





Call Participants Map







Round 2: What 1-2 things would you most like to know about what other Better Buildings Residential Network members are doing?

- Successful solar programs
- How to work effectively with the real estate industry
- Financing upgrades for low and medium income homes
- How to establish strong contractor networks, and supporting contractors effectively
- Combining home upgrade measures (e.g., insulating walls when installing new high efficiency windows)
- Tracking data on actual energy savings from upgrades
- Tracking project quality and customer satisfaction
- Mistakes that have helped Network members improve

- Maintaining communication with contractors & sustaining their capacity to ensure consistent & quality services and products
- Strategies for connecting homeowners to the right contractors
- Promoting non-incentivized energy efficiency measures
- Measurement and verification processes
- Data and case studies
- Effective revenue-generating strategies for programs
- Capitalizing on customer interest in solar to promote energy efficiency
- Understanding what measures most homeowners are installing





Round 3: What 1-2 accomplishments is your program or organization most proud of?

- Successful equipment calibration event; successful development of a contractor guild (San Diego Home Performance)
- 20,000th multi-family upgrade and over 2,700 residential upgrades (Elevate Energy)
- Launch of residential program, leveraging successful commercial program (green|spaces)
- Mobile app for home energy scoring (Spirit Foundation)
- 80% market share for efficient windows; effective windows marketing tools (Efficient Windows Collaborative)

- Expanding contractors' skills and knowledge of home performance and delivering quality work (Energy Smart Home Performance)
- Effective partnerships and leveraging (e.g., combining energy efficiency and health) (GTECH)
- Successful launch of residential program (City of Providence)
- Successful residential program implementation with a relatively small staff (LEAP)
- Compendium of best practices and momentum behind a proven residential program model (Efficiency Maine)





Round 4: If the Better Buildings Residential Network could do anything to transform the market for residential energy efficiency, what would it be?

- Create financial value for energy efficiency, aka the "negawatt"
- Capitalize on the strong interest in solar energy to promote whole home energy efficiency solutions
- Transform the real estate sector, including home valuation that includes energy efficiency at the time of sale
- Transform financing, including allowing states to support financing programs through state funds
- Track actual home energy savings

- Create a windows initiative that includes financing
- Expand homeowner awareness about the value of home energy upgrades
- Increase the availability of skilled workforce partners
- Model state legislation for Public Utility Commission rules that support energy efficiency





Poll Results

- If a Residential Energy Efficiency Consumer Confidence Index was created to indicate the degree of optimism in the state of the field's <u>future conditions</u>: (Choose one)
 - I would rate the industry as positive 90%
 - I would rate the industry as negative 10%
 - I would be neutral 0%

<u>Note</u>: Increased confidence indicates economic growth in which consumers are spending money on residential energy efficiency upgrades.





OVER 325 ALREADY REGISTERED!

REGISTER TODAY for the BETTER BUILDINGS SUMMIT Washington, DC • May 27-29, 2015

SAVE YOUR SPOT NOW:

http://www1.eere.energy.gov/buildings/betterbuildings/summit/

This Summit will bring together Better Buildings partners and stakeholders to exchange best practices and discuss future opportunities for greater energy efficiency in America's homes and buildings.

There will be time set aside for a specific Residential Network discussion and meet-up!





Thank you!

Please send any follow-up questions or future call topic ideas to: peerexchange@rossstrategic.com



