



## **Better Buildings Residential Network Peer Exchange Call Series: *Lessons from State Energy Efficiency Alliances***

### ***Call Slides and Discussion Summary***

April 23, 2015

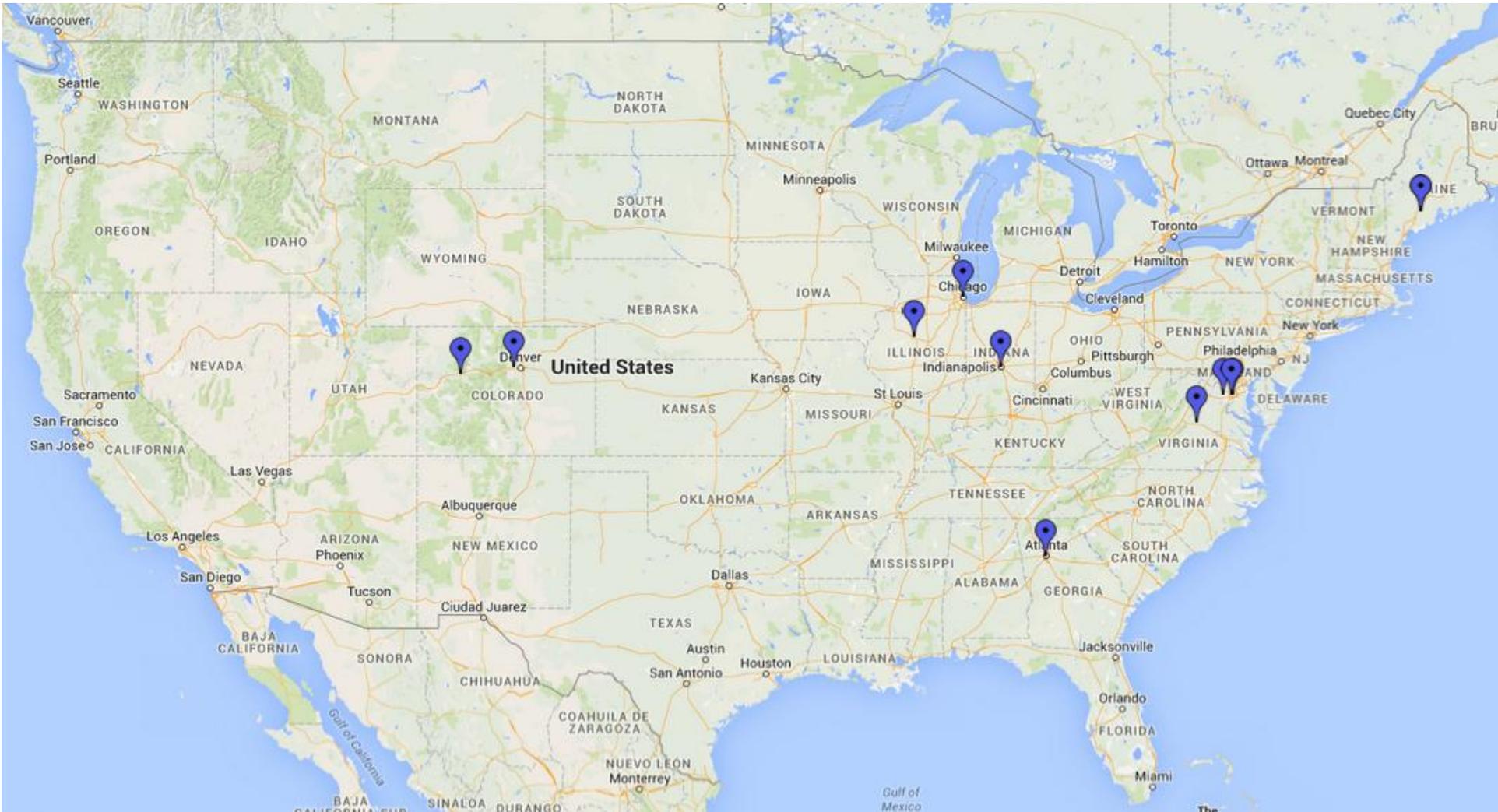
# Agenda

- Call Logistics and Introductions
- Opening Polls
- Residential Network and Peer Exchange Call Overview
- Featured Speakers
  - Cynthia Adams, Local Energy Alliance Program (LEAP)/Virginia Energy Efficiency Council
  - Kelsey Horton, Midwest Energy Efficiency Alliance/Illinois Home Performance with Energy Star
- Discussion
  - What are the advantages of statewide energy efficiency alliances? What are the challenges?
  - What lessons can your organization share about effective creation and management of alliances?
  - If part of an alliance, what has been your organization's experience?
  - What other alliances are being created (or contemplated) around the country?
- Closing Poll

# Call Participants

- CLEAResult, Inc.
- Efficiency Maine Trust
- Holy Cross Energy
- Insulation Materials
- LEAP-Virginia
- Midwest Energy Efficiency Alliance (MEEA)
- National Renewable Energy Laboratory
- Southeast Energy Efficiency Alliance
- USDA Rural Utilities Service

# Call Participant Locations



# Opening Poll Results

- Which of the following best describes your organization's experience with state energy efficiency alliances?
  - Very experienced/familiar **0%**
  - Some experience/familiarity **100%**
  - Limited experience/familiarity **0%**
  - No experience/familiarity **0%**
  - Not applicable **0%**

# 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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### Pages (15)

- 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?](#)

[Share](#) 140

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

- 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:
  - May 14, 12:30 ET : Generating Demand for Multifamily Building Upgrades
  - May 14, 3:00 ET : Better Buildings Residential Network Orientation
  - June 11, 12:30 ET: Shark Tank: Residential Energy Efficiency Edition
  - June 11, 3:00 ET: Leveraging Seasonal Opportunities for Marketing Energy Efficiency
- Send call topic ideas 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



## 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 homepage of 'HOME ENERGY PROS' with the tagline 'Connecting home energy professionals'. The navigation menu includes Home, Invite, My Page, Members, Forum, Blogs, Groups, Photos, Videos, and Events. Below the menu, there are links to 'Back to Better Buildings Residential Network' and 'All Better Buildings Residential Network Pages'. The main content area is titled 'Peer Exchange Archive: Program Sustainability' and lists several call summaries with their dates and PDF links:

- 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.*

# Residential Program Solution Center – We Want Your Input!

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:
  - Step-by-step guidance
  - Examples
  - Tools
  - Templates
  - Lessons learned
  - Best practices
  - Tips
- Continually add content to support residential EE upgrade programs—**member ideas wanted!**



<https://bbnp.pnnl.gov/>

**Lessons Learned:**  
**Virginia Energy Efficiency Council**  
Cynthia Adams, LEAP

2015

# Virginia Energy Efficiency Council

## MAKING AN IMPACT





### **About the Virginia Energy Efficiency Council**

Founded in 2012, the VAEEC is a broad coalition working to assess and support programs, policies, innovation, and best practices that grow Virginia's energy efficiency industry, and to provide a forum for stakeholder interaction.



## Our story...

- 10% voluntary energy goal
- 14,000 MW capacity short by 2024
- No one tracking or responsible for meeting it
- An administration who wanted industry consensus
- Two legislative initiatives to rally round
- Lots of ARRA grants funding market transformation
- Champions to carry it forward

## EE Projected Benefits

1% electricity reduction (1.1M MWh) from energy efficiency achieves

- Energy Savings: \$881 million
- Total Economic Benefit: \$2.7 billion
- Job Creation: 20,000

## 2013 Census of EE Businesses

**1,334**  
**Energy Efficiency**  
**Companies**

**9,400**  
**Energy Efficiency**  
**Jobs**

**\$300 million**  
**Annual**  
**Revenue**



# Energy Efficiency Companies

Utilities

Residential and commercial heating and cooling (HVAC)

Building automation controls

Weatherization companies

Smart grid/AMI (advanced metering)

Green architecture and home builders

Manufacturing-energy star building supplies

Energy management software

Residential and commercial energy and assessors (engineers)

Insulation installers

Energy performance contracting

Geothermal installers

Program implementers/consultants

Manufacturing of heating and cooling equipment

Energy efficiency consulting

Distributor of energy efficiency products



## Five Recommendations Results

- 1) **ENERGYSTAR:** Expand support for Home Performance with ENERGY STAR to grow the residential retrofit market
- 2) **PACE:** Enable creation of a statewide commercial PACE program (property assessed clean energy)
- 3) **GOVERNMENT BUILDINGS:** Expand performance contracting in government buildings
- 4) **BUILDING CODES:** Adopt 2012 IECC building codes without revision
- 5) **STAKEHOLDER SUMMIT:** Convene a meeting to explore how to expand the breadth and depth of EE programs to help Virginia meet its 10% goal



[www.vaeec.org](http://www.vaeec.org)

# Presentation Highlights:

## *The VAEEC Story*

- A state-wide voluntary goal in Virginia, put in place by the State Legislature, calls for 10% energy reduction from the 2006 baseline by 2022. The Virginia Energy Efficiency Council (VAEEC) was formed as a result, and:
  - Allows for a forum for the exchange of ideas
  - Tracks, manages, and evaluates the progress toward this energy efficiency goal
  - Provides one state-wide voice on behalf of all the energy efficiency programs
- The VAEEC effort received support via ARRA and from the Energy Foundation.
- Virginia is not a state where the environmental impact message drives demand, and there is also suspicion of the economic benefit and job creation arguments. To track and communicate the economic impact, the VAEEC performed a census of energy efficiency businesses:
  - The census underscored how many people participate in the energy efficiency industry and don't know it. For example, one HVAC business with 200 employees said that they only had three FTE's associated with energy efficiency (energy auditors). The census results are therefore considered very conservative.
  - The census also asked companies what they needed to grow in the energy efficiency industry. The main priorities included education, and more programming.

**Program Experience:**  
**Illinois Home Performance with Energy Star**  
Kelsey Horton, Midwest Energy Efficiency Alliance



**MEEA**  
Midwest Energy Efficiency Alliance

# LESSONS FROM STATEWIDE ENERGY EFFICIENCY ALLIANCES

Kelsey Horton

April 23, 2015

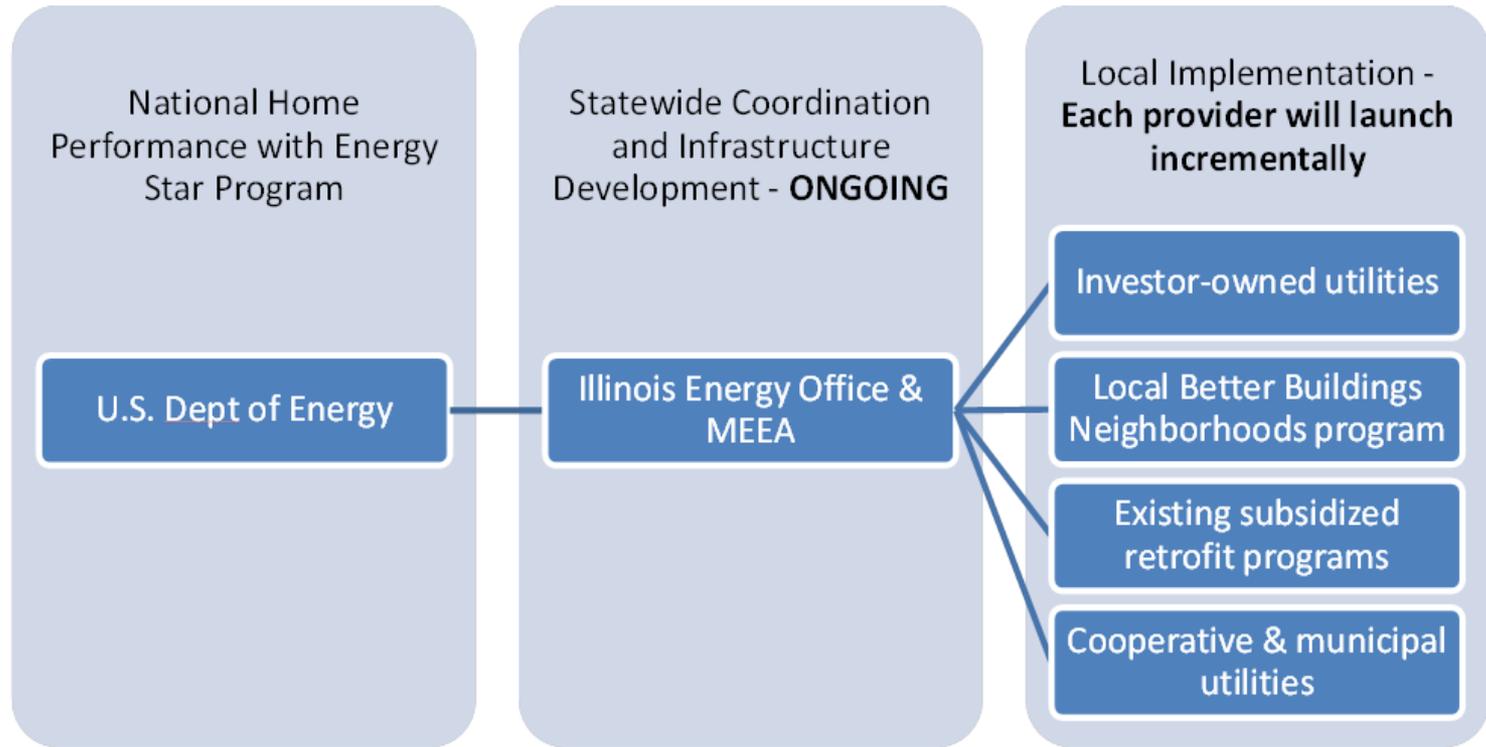
# Forming a Statewide Alliance – Illinois Home Performance

- 2009-2010:  
Stakeholder Process
  - Core Group & Larger Group
- 2010-2011:  
Developing  
Infrastructure



- November 2011:  
Program Launches

## A Statewide Program Platform that's Implemented Locally



**Major Responsibilities**  
→

- Program requirements
- Guidance & support
- Marketing templates

- Statewide coordination
- Homeowner education
- Contractor training & outreach
- Enrollment of contractors in "base" program
- Other support activities, as desired

- Program delivery
- Rebates/financing
- Local marketing
- Quality assurance
- Interfacing with local participants (homeowners and contractors)

# Lessons Along the Way

- Clearly defined roles
- Let the group evolve
- Willingness to be flexible
- Listen



# Impact



# Presentation Highlights: The Illinois Home Performance Program Story

- Started in 2009 with guidance from the Illinois Energy Office, and with the goal to develop a statewide platform for residential energy efficiency programs. **The statewide alliance would provide:**
  - Consistent contractor requirements
  - The ability to issue a standard, recognizable third-party home energy certificate to homeowners statewide
- **The Alliance began with a core group of stakeholders:**
  - One group consisted of home performance professionals already active in energy efficiency: trainers, community colleges, contractors, etc; this group focused on more technical aspects.
  - A second group incorporated other stakeholders who were not already active in home performance (e.g., real estate agents).
  - Note: utility companies were not involved in the 2009 and 2010 statewide stakeholder process. Now they are heavily involved at the local level.
- **Impact of MEEA:**
  - There were very few BPI-certified individuals in Illinois; MEEA helped build a workforce by hosting trainings and issuing rebates for courses.
  - State-wide standards helped to induce competition between local programs, and provided consistent messaging to the real-estate industry.

# Discussion Questions

- What are the advantages of statewide energy efficiency alliances? What are the challenges?
- What lessons can your organization share about effective creation and management of alliances?
- If part of an alliance, what has been your organization's experience?
- What other alliances are being created (or contemplated) around the country?

# Lessons Learned from State EE Alliances

- **Create clearly defined roles.**
  - Different stakeholders in the Illinois Home Performance Program wanted different things; while it was important to get everyone's input, the Illinois Energy Office made final decisions.
- **Stakeholder groups evolve.**
  - For Illinois Home Performance, the original group changed depending on the people running the program. For example, since many programs are utility-run the utilities have become heavily involved since the inception of Illinois Home Performance.
  - As VAEEC found in Virginia, some organizations may be unaware of their contribution to and stake in the energy efficiency sector of the economy.
- **Alliance standards require flexibility.**
  - Illinois Home Performance adjusted standards slightly to fit needs that differed by community. For example, some programs use energy modeling and some report prescriptive measures to achieve the third-party certificate standards.
- **State-wide alliances foster stronger state-level representation and standards.**
  - VAEEC created one voice to more effectively represent energy efficiency programs in the Virginia State Legislature and move Virginia closer to meet energy efficiency goals.
  - The Illinois Home Performance Program facilitated consistent standards, certifications, and messaging in EE programs across the state.

# Closing Poll Results

- After today's call, what will you do?
  - Consider implementing one or more of the ideas discussed **25%**
  - Seek out additional information on one or more of the ideas **25%**
  - Make no changes to your current approach **25%**
  - Other (please explain) **25%**

# ***LET'S ALL MEET IN MAY!***

## **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](mailto:peerexchange@rossstrategic.com)