



RESIDENTIAL NETWORK

Newsletter

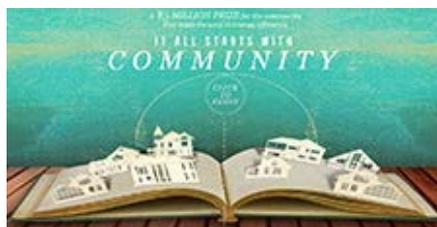
June 2014

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More Than 60 Georgetown University Energy Prize Communities Join the Residential Network in Bulk

The Better Buildings Residential Network announced an agreement with the [Georgetown University Energy Prize](#) (GUEP) competition to welcome all participating communities as members, which brings the total number to more than 130. More than 60 new members, representing cities and counties with populations between 5,000 and 250,000, will significantly expand the breadth of member engagement, peer-sharing opportunities, and energy efficiency program experiences. The mission of GUEP is to tap the imagination, creativity, and spirit of competition among communities across the country to save energy and win a multimillion dollar prize. Eligible Residential Network members have until Monday, June 30, 2014, to submit an application to take part in the competition for \$5 million. Learn more about [GUEP](#) and the resources made available through [Residential Network membership](#).



Energy Efficiency Counts Toward New EPA Power Plant Rule

The U.S. Environmental Protection Agency (EPA) released its [Clean Power Plan](#) proposal on June 2, 2014, which for the first time [significantly cuts](#) carbon pollution from existing power plants—the single largest source of carbon pollution in the United States. The EPA



proposal provides guidelines for states to develop flexible plans to meet state-specific goals to reduce carbon pollution. Significantly, states can choose energy efficiency—along with a mix of approaches—to meet the goals and their own needs.

Marking the proposal's importance for energy efficiency professionals and industry, Better Buildings Residential Network member American Council for an Energy-Efficient Economy's (ACEEE's) Executive Director Steven Nadel released the following in a statement in response to EPA's proposal:

“Energy efficiency is the cheapest, cleanest, and most readily available energy resource to help states cut carbon pollution. Over the last several decades, energy efficiency measures, such as home energy [upgrades] and rebates for high-efficiency appliances have helped Americans save billions of dollars by slashing energy waste. By including energy efficiency in its proposal, [EPA] has created a path for states to lower consumer energy bills through modest investments. States that take advantage of this flexibility will benefit both the economy and the environment. The real story here is about economic opportunity. Based on our recent study, we project that if states choose the efficiency path in the proposal, they would create hundreds of thousands of jobs and lower energy bills across the country by tens of billions of dollars a year.”

An [ACEEE analysis](#) shows that energy efficiency could help states offset the need for nearly 500 power plants, reducing carbon pollution by 26%. Learn more about EPA's [Clean Power Plan](#) proposal.

Southeast Energy Efficiency Alliance Launches Finance Network

The [Southeast Energy Efficiency Alliance](#) (SEEA)—a Better Buildings Residential Network member and Better Buildings Neighborhood Program partner—and the University of North Carolina at Chapel Hill Environmental Finance Center recently announced the launch of the [Southeast Energy Efficiency Finance Network](#). This new network will leverage U.S. Department of Energy (DOE) loan capital to engage a multitude of energy efficiency participants in the Southeast by offering educational opportunities, case studies, best practices, and support for building a regional base of energy efficiency financing programs. Regional banks, community development financial institutions (CDFIs), credit unions, utilities, contractors, nonprofits, trade associations, and government agencies are invited to participate.

Upcoming Peer Exchange Calls

Residential Network members are invited to take part in these topical calls that are more discussion than webinar and serve as a forum to ask questions and bounce ideas off of peers. Members can access Peer Exchange Call registration links and past call summaries through the announcement emails sent to Residential Network members or via the Residential Network Group on Home Energy Pros. [Sign in](#) to access the Residential Network Group. Non-members wishing to gain access to these valuable resources and many others are invited to [join](#) the Better Buildings Residential Network Group to participate in the online community on Home Energy Pros.

June 12

**Program Sustainability:
Collaborating With Utilities
on Residential Energy
Efficiency**

12:30–2:00 PM EDT

[Register now](#)

**Workforce/Business
Partners: Engaging
Efficiency First Chapters and
Other Trade Associations in
Energy Efficiency Programs**

3:00–4:30 PM EDT

[Register now](#)

June 26

**Multifamily/Low-Income
Housing/Data and**

SEEA will host a webinar on Thursday, June 19, 2014, at 2:00 p.m. Eastern to review its regional findings and discuss plans for the Finance Network's 2014 initiatives. [Register](#) for the webinar to learn more.

Residential Network Annual Upgrades and Benefits Reporting Due—Learn the Benefits

Better Buildings Residential Network members have access to numerous benefits, resources, tools, engagement, and recognition opportunities, and have one requirement to share the number of upgrades and benefits from those upgrades once per year to DOE. That time is now. All members benefit from sharing this information, as it will be used in materials that will be disseminated to all, so all can learn from one another. The deadline for submitting upgrades and associated benefits has been extended through Thursday, June 12, 2014. Simply complete the [Residential Network Reporting and Benefits Template](#) and submit it to [Residential Network Support](#). Please note that reports are not required from Home Performance with ENERGY STAR® Sponsors, Georgetown University Energy Prize participants, nor members that joined on or after April 22, 2014.

Sharing the number of member upgrades will be a powerful statement about the residential energy efficiency market, and sharing the benefits of upgrades will allow members to learn from one another's best practices and avoid reinventing the wheel.

The benefits associated with energy upgrades can include: energy saved; money saved by consumers; economic impacts (e.g. dollars spent on upgrades); jobs created or workers trained or certified; environmental benefits (e.g. greenhouse gas or water savings); or health benefits. Benefits can also be in the form of testimonials, such as a contractor describing how the market has shifted based on the number of upgrades, or a mother describing how an upgrade made her children more comfortable or cut down on their sick days from school.

Look for member accomplishments in the coming months in DOE publications, such as the forthcoming *State of the Better Buildings Residential Network* report, lessons learned materials, this newsletter, and other communications.

Evaluation: Cost-Effective Modeling and Savings Projections for Multifamily Projects

12:30–2:00 PM ET

[Register now](#)

Marketing and Outreach: Stakeholder Mapping: Identifying Leaders, Target Audiences, and Gaps in Outreach

3:00–4:30 PM ET

[Register now](#)

Find the Latest Peer Exchange Call Summaries

Residential Network members can now [review summaries](#)* from the following calls:

- April 24, 2014: [Contractor Rating and Feedback Systems](#)
- May 8, 2014: [Residential Network Voluntary Initiative: Partnering to Enhance Program Capacity](#)
- May 8, 2014: [Outreach to Multifamily Landlords and Tenants](#)
- May 22, 2014: [Using Loan Performance Data to Inform Program Implementation](#)

Related Events

[Silicon Valley Energy and Sustainability Summit](#)

June 13, 2014

Redwood City, CA

[SEEA's "Southeast Energy Efficiency Finance" Webinar](#)

June 19, 2014

2:00–3:00 PM EDT

Solar and Energy Loan Fund Receives \$300,000 in Home Energy Upgrades Community Reinvestment Act Loan to Invest

Residential Network member and Better Buildings Neighborhood Program partner [Solar and Energy Loan Fund](#) (SELF) received its first [Community](#)



[Reinvestment Act loan](#) from PNC Bank in May for \$300,000. SELF has financed more than \$2 million of energy upgrades throughout St. Lucie County, Florida, since 2011. The typical loan size is approximately \$8,000, and participants have reduced their energy consumption by an average of 23% per household. SELF will use the PNC Bank loan to finance home energy upgrades for low- and moderate-income households. [Learn more](#) about SELF's efforts to help home and business owners save energy.

Community Development Efforts Kansas City Business Center Recognized for

The Economic Development Corporation (EDC) of Kansas City, Missouri, awarded the [Blue Hills Business Center a 2014 EDC Cornerstone Award](#) in the Community



[Watch](#) Joanne Bussinger in the [Blue Hill Business Center's award acceptance video](#).

Development category. The award recognized the center's role as an [incubator for contractors](#) that serves the residential market, as well as a provider of training and support with bid preparation, project management, and obtaining lines of credit. The Cornerstone Awards recognize companies and organizations that contribute to the growth of Kansas City's economy.

The Blue Hills Business Center was developed by a collaboration among Better Buildings Neighborhood Program partner [EnergyWorks KC](#), Greater Kansas City Local Initiatives Support Corporation, Blue Hills Community Services, and the Green Impact Zone. The partners helped transform an abandoned building on a brownfield site in the city's urban core into a LEED® Gold certified and ENERGY STAR®

[DOE's "Discover the New Better Buildings Residential Program Solution Center" Webinar](#)

June 19, 2014
3:00–4:00 PM EDT

[DOE Building America Program's "Who's Successfully Doing Deep Energy Retrofits?" Webinar](#)

June 25, 2014
3:00–4:30 PM EDT

[DOE's "Overview of Home Performance with ENERGY STAR Results" Webinar](#)

June 26, 2014
3:00–4:00 PM EDT

[2014 ACEEE Summer Study on Energy Efficiency in Buildings](#)

August 17–22, 2014
Pacific Grove, CA

[Alliance to Save Energy Evening With the Stars of Energy Efficiency Awards Dinner](#)

September 24, 2014
Washington, DC

[2014 ACI New England Regional Home Performance Conference](#)

October 15–16, 2014
Springfield, MA

[ACEEE Intelligent Efficiency Conference](#)

November 16–18, 2014
San Francisco, CA

Home Energy Pros Spotlight

Share Your Proudest
Program Accomplishment
From 2013

qualified structure. The organization behind the business center, Blue Hills Community Services, works to preserve Safe, healthy and affordable homes, and integrate energy efficient standards to effectively build neighborhoods and strengthen communities.

Local Energy Alliance Program Adds Green Appraisal Capabilities to its Energy Efficiency Services

Charlottesville, Virginia homeowners interested in selling their home, refinancing, or applying for a secured line of credit have a new tool to increase their home value by accounting for home energy improvements, such as insulation, air sealing, and duct sealing. The [Local Energy Alliance Program](#) (LEAP), a Residential Network member and Better Buildings Neighborhood Program partner, is offering homeowners the Appraisal Institute (AI) Reports' [Residential Green and Energy Efficient Appraisal Addendum](#) through its new [Home Sellers Package](#).

"Home sellers want to maximize the home improvement investments they've made, and home buyers want to see evidence of those improvements. Appraisers, realtors, and mortgage bankers need a tool to make them visible, to factor them into the home's appraisal," LEAP Executive Director Cynthia Adams said.



LEAP's Cynthia Adams

The addendum allows LEAP to create a comprehensive documentation of the energy-efficient features of a home and, where applicable, recognize a Home Performance with ENERGY STAR® (HPwES) certificate. Specifically, the Home Sellers Package includes:

- Energy efficiency inventory with a complimentary [home energy check-up](#)
- [Home Energy Score](#) results
- Completion of the Residential Green and Energy Efficient Appraisal Addendum
- One-page promotional flier to share with potential buyers

[Learn more](#) about LEAP's new package for homeowners.

[Join the conversation](#) on Home Energy Pros, where we are asking the Better Buildings Residential Network Group to share their proudest accomplishments from 2013 as they compile upgrades and associated benefits for their annual reports.



Note: You must be a [Residential Network member](#) to access our Home Energy Pros Group. It's an easy, two-step process—[sign up for Home Energy Pros](#), and then after receiving confirmation within two days, join the Residential Network Group.

Manage Energy Use in the Palm of Your Hand



Smartphone apps aren't just for games or restaurant recommendations anymore—some are bringing energy efficiency to your fingertips. The Alliance to Save Energy's blog [rounds up](#) the top 10 apps that make it easier than ever to start saving energy today.

ACI and National Home Performance Council Unite to Form New Organization

Conservation Services Group Chief Executive Officer and Chairman Steve Cowell [announced](#) at the 2014 ACI National Home Performance Conference in April that ACI and the National Home Performance Council (NHPC) have merged to form the Home Performance Coalition. This organization, for which Cowell is serving as chairperson, brings the operations of both ACI and NHPC under one roof. ACI and NHPC also signed a letter of intent to align their activities, goals, and tactics with the Home Performance Coalition, Buildings Performance Institute, and Residential Network members [Efficiency First](#) and [Home Energy magazine](#). These organizations will continue to provide quality education; promote career and business development opportunities in the industry; and advocate for policies and programs that support residential energy efficiency. Read the [full letter of intent](#) to learn more.

Stories From the Neighborhood

Michigan Program Finds Community “Readiness” Is the Key to More Upgrades

In 2010, Better Buildings Neighborhood Program partner [BetterBuildings for Michigan](#) launched an energy efficiency program through neighborhood “sweeps” in 58 communities across the state. Through this effort, BetterBuildings for Michigan developed a “readiness scale,” or a way to determine each community’s readiness to make energy upgrades. Over a three-year period, the program facilitated energy efficiency improvements in more than 11,000 homes across Michigan. Following is an abridged transcript of an interview with Mary Templeton, former BetterBuildings for Michigan program manager and current executive director of Michigan Saves, and Jacob Corvidae, interim executive director of EcoWorks, one of BetterBuildings for Michigan’s program partners.

What did your neighborhood sweeps program test in these communities, and what did you learn?

Templeton: The program tested everything from incentives and marketing messages to partner organizations and interest rates. Ultimately, the sweeps showed what worked in different communities, and what factors drove people’s decisions. Most importantly, we learned that every community is different, and that a key element to

Consumer Energy Savings Spur Ohio Economic Growth



“When consumers can spend less on energy, they have more disposable income to spend elsewhere. The state’s energy efficiency policy also improves the competitiveness of businesses in Ohio by reducing their power bills and helping improve the efficiency of their operations.”

—Residential Network member [Midwest Energy Efficiency Alliance](#)’s Deputy Director Stacey Paradis, regarding the contributions of the energy efficiency industry to Ohio’s economy at the [2014 Ohio Energy Efficiency Expo](#)

*Accessing Home Energy Pros

Non-Residential Network Members:

The [Better Buildings Residential Network Group on Home Energy Pros](#) is open exclusively to Residential Network members. To join the Residential Network, complete a [membership form](#).

Residential Network

consider is the community's "readiness factor," or how ready it is to engage in a conversation about energy efficiency. In communities that were ready, we weren't spending as much money on marketing and outreach, because they were the ones calling us.

What factors correlated to a community completing more upgrades?

Corvidae: I think that there are three main areas influencing program success, in terms of encouraging energy upgrades. First is what the program actually offers, including both the work being done and any incentives. Second is the skill and capacity of the people delivering the program, from the marketing and outreach team to the contractors, who are critical to the program's success. Finally, you have to consider community readiness for the program. Of these three main areas, readiness is the one we have the least amount of control over, making it especially important that we figure out the key factors determining readiness.

Read the [full Focus Series interview](#) with BetterBuildings for Michigan to learn more.

Members:

Residential Network members that are already Home Energy Pros Group members must [sign in](#) to view the associated links in this newsletter.

Members who have not yet signed up and seek access to these valuable resources are invited to join the Better Buildings Residential Network Group to participate in the online community on Home Energy Pros. It's an easy, two-step process—[sign up](#) for Home Energy Pros, then after receiving your confirmation email, request to join the Residential Network Group.

Meet the Members

Residential Network Expands to More Than 100 Members

The Better Buildings Residential Network is pleased to welcome its new members:

- [All Elements Mechanical](#) is an energy efficiency company providing homeowners in the Orlando, Florida, area with home energy assessments, energy efficiency recommendations, and indoor air quality improvements.
- [American Council for an Energy-Efficient Economy](#) (ACEEE), a nonprofit, 501(c)(3) organization, works to advance energy efficiency policies, programs, technologies, investments, and behaviors by conducting policy analyses, advising program managers, and convening conferences.
- [Cambridge Energy Alliance](#) is the City of Cambridge, Massachusetts' residential energy efficiency program, which offers free energy assessments and weatherization improvements for low-income residents, energy upgrades with options for financing, as well as resources for multifamily building managers.

- [Community Home Energy Retrofit Project](#) (CHERP) is a volunteer nonprofit organization engaged in a comprehensive, replicable, community-wide program to help achieve aggressive energy efficiency goals through education about the impact of buildings on greenhouse gas emissions and the many benefits to building owners, homeowners, and cities from upgrading buildings.
- [Home Performance Washington](#) is a membership organization that brings together residential energy professionals and service providers, conservation programs, educational institutions, and other stakeholders to foster economic development by expanding the whole-house energy upgrade industry in Washington state.
- [Solar and Energy Loan Fund](#) (SELF), a Better Buildings Neighborhood Program partner, is a Florida-based non-profit organization helping residents reduce operating costs through energy improvements and increase their quality of life while stimulating the local economy.
- [The Energy Conservatory](#) is a Minneapolis, Minnesota-based company dedicated to providing building professionals with specialized tools and support to create more efficient, affordable, and healthy buildings.

Connect your organization with these and other related programs. Sign up to become a Better Buildings Residential Network member by completing a [membership form](#).

Resource Corner

Spark New Ideas in Time for Summer

The mercury is rising; take time to cool off with this month's resources covering on-bill financing insights to state and local energy efficiency policies.

- ["ACI National Home Performance Conference 2014 Highlights"](#) discusses key events and announcements for those who might have missed the ACI National Home Performance Conference, held April 29 through May 1, 2014, in Detroit, Michigan (Home Energy magazine blog, May 2014).
- [Financing Energy Improvements on Utility Bills: Market Updates and Key Program Design Considerations for Policymakers and Administrators](#) provides an overview of the current state of on-

bill programs and actionable insights on key program design considerations (State & Local Energy Efficiency Action Network [SEE Action], May 2014).

- “[Q&A: Better Buildings Neighborhood Program](#)” features Program Supervisor Danielle Sass Byrnett providing insights into the Better Buildings Neighborhood Program, including successful program strategies, lessons learned, and program resources available through the Better Buildings Residential Program Solution Center (DOE’s Office of Energy Efficiency & Renewable Energy, May 2014).
- [Whole-House Solutions Case Study: Stand-Off Furring in Deep Energy Retrofits](#) analyzes the efficacy of a commercial curtain wall assembly retrofit for home construction as part of a comprehensive deep energy retrofit package in Syracuse, New York (DOE’s Building America program, May 2014).
- “[ACEEE’s State and Local Policy Database](#)” contains comprehensive information on energy efficiency policies currently being implemented at the state and local level across multiple sectors, including government, utilities, transportation, and buildings (ACEEE, May 2014).

Share The View

Forward this email to colleagues or encourage them to sign up to receive each issue by sending their name, organization, and email address to [Better Buildings Residential Network Support](#).

Do you have something you would like to share with other members through the *Better Buildings Network View*? Send an email to [Better Buildings Residential Network Support](#) to submit your idea.

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