Top Lessons Learned for Residential Energy Efficiency Program Design
I. Welcome and Introductions

II. Polling Questions

III. Better Buildings Neighborhood Program

IV. Grantees – Then and Now

V. Better Buildings Residential Network
Polling Questions

What sector do you work in?

- Local government
- State government
- Federal government
- Nonprofit
- Utility
- Business
Polling Questions

How long have you been working in the field of residential energy efficiency?

- 0-1 years
- 2-5 years
- 6-10 years
- 11-20 years
- 21+ years
Polling Questions

What do you do?

- Fund energy efficiency programs
- Implement energy efficiency programs
- Work in homes to make more energy efficient
- Consult to energy efficiency programs
- Evaluate energy efficiency programs
Better Buildings Neighborhood Program

- Leveraged $508M in ARRA and FY10 funding to spur nationwide energy efficiency program innovation
- Targeted urban, suburban, and rural environments
- Capitalized on economies of scale
- Encouraged industry partnerships and investment
- Emphasize sustainability beyond the grant
- Learn what is effective and replicable

BBNP leveraged federal support to promote program innovation and market investment
BBNP Accomplishments - Graphic

41 grants: $1.4M - $40M each
BBNP – Grantee Types and Amounts

- 13 state governments
- 24 local governments
- 4 non-profit organizations
BBNP Accomplishments - Graphic

BBNP Summary
Assessments and Upgrades

Source Energy Savings (MMBtu/yr)
Assessments
Upgrades

Assessments & Upgrades

Source Energy Savings

Q4-2010, Q1-2011, Q2-2011, Q3-2011, Q4-2011, Q1-2012, Q2-2012, Q3-2012, Q4-2012, Q1-2013, Q2-2013, Q3-2013
BBNP Accomplishments - Numbers

- Upgraded >115,000 homes
- Performed >200,000 energy assessments
- Saved consumers >$940M in estimated lifetime energy savings (and improved comfort)
- >7M MMBtu energy savings
- Trained >5,600 home performance workers
- Completed >$878M of energy upgrades
- Leveraged >$440M in capital for financing
Welcome to the Residential Program Solution Center!
Solution Center Framework

Market Position & Business Model

Program Design & Customer Experience

Evaluation & Data Collection

Marketing & Outreach

Financing

Contractor Engagement & Workforce Development
Highlights of the Solution Center
Proven Practices

Lessons learned, program examples, videos, and helpful tips to take your program to the next level.

Proven Practices: Host in-Home Events to Jump-Start Outreach

Posted on July 21, 2015

Most residential energy efficiency programs eventually find themselves asking, how can we jump-start our outreach to get better results? Successful programs across the United States have used in-home events to make upgrade benefits visible by showcasing completed projects and actual results. Attending tours of upgraded homes—especially homes of trusted neighbors and friends—allows potential customers to see and hear firsthand from satisfied customers, talk directly to the contractors who performed the work, and ask questions or sign up with programs staff to start the upgrade process.

A few proven practices to making upgrade benefits visible include:

Show How Assessments Work

Energy Impact Illinois used “house parties” to build momentum for energy assessments and upgrades by leveraging the credibility of trusted neighbors who hosted contractors to show guests where energy was being wasted and explain ways to improve comfort while saving energy. Discover how Energy Impact Illinois Learned That Parties Sell Upgrades.

Hold House Tours

NOLA WISE (New Orleans, Louisiana Weekly Investments Save Energy) gave open house tours in the upgraded homes of happy clients. Signs throughout the house and the upgrade contractor highlighted the work that was completed and the associated energy savings.

Invite the Whole Neighborhood

In Jacksonville, Florida, Shop Smart with JEA fostered community awareness with the Home Energy Makeover: Block Party. Homeowners who contracted with a local energy professional to receive a home energy assessment offered to host block parties for their neighbors, and the energy professional reviewed the assessment and upgrade process, discussed rebate options, and answered questions from friends and neighbors who attended the parties.

Make Efficiency Personal

The California Center for Sustainable Energy (CCSE) provided demonstration tours in homes that completed upgrades in Chula Vista, California. Potential customers could learn about their neighbors’ experiences, ask questions of the home performance professionals who installed the upgrades, and sign up for an energy assessment of their own home for less than $50.

Tell Me More

Discover more residential energy efficiency outreach tips by visiting the Marketing & Outreach – Develop Implementation Plans handbook for step-by-step instructions and program examples. Here you will find information on in-home outreach, as well as some of these other solutions.
Access the Solution Center: energy.gov/rpsc

Add/suggest: BBRPSolutionCenter@ee.doe.gov
Better Buildings Residential Network: Connects energy efficiency programs and partners to share best practices and learn from one another to increase the number of homes that are energy efficient.

Membership: Open to organizations committed to accelerating the pace of home energy upgrades.

Benefits:
- Recognition: Media, materials
- Weekly Peer Exchange Calls
- Tools, templates, & resources
- Voluntary member initiatives
- Newsletter updates on trends
- Speaking opportunities
- Sample tweet, newsletter article announcing membership

Commitment: Provide DOE with one, annual number of residential upgrades, and information about associated benefits.
Lessons Learned During the Grant

• Using a CRM system – Data tracking and reporting
• Financing Product – They are only tools
• The Advisor Model – Hand hold them to success
Lessons Learned After the Grant

• Marketing and Outreach – Learning how to do a lot with much less
• Stay Nimble – Programs shift as needs shift
• Partnerships – Growing the program
Top Lessons Learned for Residential Energy Efficiency Program Design

Tim Miller, CEO, Enhabit
Why did we replace our name?

Alignment with our customer orientation

Better reflection of our expanded services
Program Overview

- Statewide, from Portland pilot
- Contractors, lenders, communities
- Deep retrofits – $13-15K average
- Approaching 5,000 homes and $100million economic development

Special ingredients

- LLR, on-bill, and secondary market sale
- Branded marketing investment
- Follow-on state investment
Lessons and the Road Ahead

- *The market matters*
  - Gas prices >> cost-effectiveness >> incentives
  - Economy >> contractor interest
  - Real estate >> homeowner goals
- *Solution: Evolution*
  - Diversification: solar, seismic, health ... and new stakeholders
  - Paradigm: earnings & initiatives
  - New brand & message
Additional Information
Working with Partners

Recent activity:

- Avista
- City of Portland, Oregon
- U.S. Department of Homeland Security
- FEMA
- NAYA Family Center
- Energy Trust of Oregon
- NW Natural
- City of Ashland
- City of Seattle
- CRAFT
- Advantis Credit Union
- SELCO Community Credit Union
- BULLITT Foundation

and lots more ...
“If you spend the money now, you won’t spend it on utility bills or trips to the hospital because of your asthma or because you got a disease.”

-- Gerry Winfield
Enhabit Homeowner

THE WORK
• Air sealing + Duct sealing
• Insulate attic, walls, floors
• Window replacement

THE COST
$15,000

THE RESULTS
Less drafts
Healthier indoor air
Lower utility bills
Top Lessons Learned for Residential Energy Efficiency Program Design

Lessons from the eco City of Milwaukee
The City of Milwaukee the Environmental Collaboration Office (ECO) was created by Mayor Tom Barrett to enhance Milwaukee's sustainability and position the city as a national leader in sustainability performance.

ECO has helped thousands of homeowners and hundreds of businesses and organizations achieve their sustainability goals while reducing emissions, waste and resource inefficiencies.
Milwaukee Energy Programs

- Me² Milwaukee Energy Efficiency
- ME3 Milwaukee Sustainable Manufacturing
- PACE Financing
- Milwaukee SHINES
- Better Buildings Challenge
The Milwaukee Energy Efficiency program, or Me², helps homeowners upgrade their homes with energy saving improvements like new insulation, heating and cooling equipment. These improvements can help improve the comfort and durability of your home while saving energy.

The program pairs Cash Back rewards from the statewide Focus on Energy Program with an affordable loan option through Summit Credit Union.

With these financing tools, you can pay for qualifying home improvements as you save on your energy bill!
A Brief History of Me²

- 2010 launch with ARRA and US DOE investment
- Program’s height was 2010-2013 with heavy ARRA investment
- “Post-grant” period continues to offer energy loans with vastly reduced staffing
Making Lemonade

• Less staff \(\rightarrow\) streamlined process

• Less regulation on energy saving \(\rightarrow\) more measures and new contractor reach

• Windows

• Loans as centerpiece
## Program Redesign

<table>
<thead>
<tr>
<th>Old Program</th>
<th>New Program</th>
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</thead>
<tbody>
<tr>
<td>Energy Advocates</td>
<td>Contractors sell the program</td>
</tr>
<tr>
<td>Me² incentives + statewide incentives</td>
<td>Statewide incentives only</td>
</tr>
<tr>
<td>Summit Credit Union Loans</td>
<td>Summit Credit Union loans with streamlined approvals</td>
</tr>
<tr>
<td>Energy audit required</td>
<td>Energy audit required only as part of HPwES; stand alone HVAC projects do not require energy audit</td>
</tr>
<tr>
<td>Compass/Surveyor energy audit tool</td>
<td>No separate Me2 audit tool.</td>
</tr>
<tr>
<td>10% minimum energy savings</td>
<td>Eligible measures</td>
</tr>
<tr>
<td>Heavy staff involvement on each project</td>
<td>Easy process means customers work directly with Contractor and Credit Union</td>
</tr>
<tr>
<td>Heavy Program Marketing</td>
<td>Light Program Marketing</td>
</tr>
</tbody>
</table>
Me² Financing

- Easy application process
- No down payment
- Affordable fixed interest rate
- Expanded access to credit
- No home equity required
- Customer repays loan while saving on energy bills
- Summit pays contractor directly on project completion
  - 30% construction advance allowed
Marketing Tips

• Focus on customer priorities

• Energy efficiency is often not primary customer driver

• Educate, re-educate, and educate contractors again and again.

• Affordable monthly payments
Your Community Needs Energy Efficiency Leaders Like You

- ARRA was the beginning, not the end
- Communicate your successes
- Tie the continuation of your program to senior leadership’s goals (i.e. jobs)
- Adapt and advance