



**Better Buildings Residential Network
Program Sustainability Peer Exchange Call Series:
Complementary Energy and Health Strategies
*Call Slides and Discussion Summary***

April 10, 2014

Agenda

- Call Logistics and Introductions
- BBRN and Peer Exchange Overview
- Introductory Poll
- Featured Speaker
 - Warren Adams-Leavitt, Metropolitan Energy Center (Kansas City, MO)
- Discussion
 - What are key opportunities for combining energy efficiency and health-related services
 - How can combining energy and health-related services create opportunities for new customers? For program revenues?
 - Who are key partners and how can they be effectively engaged?
 - What are key lessons for making integration of energy efficiency and health successful?

Call Participants

- Baltimore Department of Housing and Community Development
- California Center for Sustainable Energy (San Diego, CA)
- City of Kansas City, MO
- City of Milwaukee
- Civic Works (Baltimore, MD)
- Clean Energy Durham
- Davis Energy Group
- Elevate Energy (Chicago, IL)
- Ecolibrium3 (Duluth, MN)
- EnergyFit Nevada
- GTECH Strategies
- Greater Cincinnati Energy Alliance
- HEAL Program, Clinton Climate Initiative
- Historic Chicago Bungalow Association
- Madison, WI (WECC)
- Midwest Energy Efficiency Alliance
- NYSERDA
- PUSH Buffalo
- ReEnergize Pittsburgh
- VEIC (Burlington, VT)
- West Michigan Environmental Action Council

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.

- **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

The screenshot shows a Firefox browser window displaying the Home Energy Pros website. The address bar shows the URL: homeenergypros.lbl.gov/groups/group/show?groupUrl=better-buildings-residential-network. The page features the Better Buildings logo (U.S. DEPARTMENT OF ENERGY) and a description of the network. It includes a 'Members (39)' section with a grid of profile pictures, a 'Discussion Forum' with three posts, and a 'Pages (13)' section. The right sidebar contains sections for 'Home Energy Pros', 'Latest Activity', 'Social Media and Energy Efficiency', and 'Home Energy Ratings'. The bottom of the page shows a 'Main Room' tab and a 'Members Online (5)' indicator.

Better Buildings
U.S. DEPARTMENT OF ENERGY

The Better Buildings Residential Network connects energy efficiency programs and partners to share best practices and learn from one another to dramatically increase the number of American homes that are energy efficient.

Website: <http://betterbuildings.energy.gov/bbm>
Members: 39
Latest Activity: 6 hours ago

Join the conversations in the discussion forum below. 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

Discussion Forum

Show Your Customers How Much You Love Energy Efficiency
Valentine's Day is February 14. Is your organization celebrating the day with any thematic marketing campaigns? If you are looking for tips on using events to garner program interest, check out the Peer Exchange Call from November 2013, "Leveraging Holidays and Other Events."
[Continue](#)
Started by Better Buildings Support 6 hours ago.

Invite Your Colleagues to Join Home Energy Pros
We look forward to your participation in the Better Buildings Residential Network group. If you haven't already, [invite your colleagues](#) to join the conversation too.
[Continue](#)
Started by Better Buildings Support on Tuesday.

Help Your Customers Understand Heating Systems With Infographic
DOE's latest [Energy Saver 101 infographic](#) helps you share with your customers everything they need to know about home heating—from how heating systems work and the different types on the market to what to look for when replacing a system and proper maintenance....
[Continue](#)
Started by Better Buildings Support Jan 31.

Attend "Overcoming Persistent Barriers to Energy Efficiency in Multifamily Housing through Partnerships" Webinar
DOE's Technical Assistance Program is hosting a webinar addressing how through partnerships state energy offices can play a key role in enhancing and supporting

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?
140 Share
Elizabeth Snyder joined James Sayers's group
Elizabeth Snyder joined Evan Mills's group

Social Media and Energy Efficiency
Tell us how you reach customers, contractors and others using online social media.
[See More](#)
52 minutes ago
19

Home Energy Ratings
Calculating them; visualizing them; explaining them; selling them ... there is a lot to discuss...
[See More](#)
52 minutes ago
9

Pages (13)
Tools
[Better Buildings Network](#)
[View](#)
[Peer Exchange Call Schedule and Archive](#)
[Peer Exchange Archive:](#)
Market [Main Room](#)

Members Online (5)

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 held the 2nd and 4th Thursday of every month at 12:30 and 3:00 ET
- Upcoming calls:
 - Marketing and Outreach: Working with Schools (April 24)
 - Workforce: Contractor Rating and Feedback Systems (April 24)
 - Program Sustainability: Voluntary Initiatives (May 8)
 - Multi-family: Outreach to Multi-family Landlords and Tenants (May 8)
- Send call topic ideas or requests to be added to additional call series distribution lists to peerexchange@rossstrategic.com.

Participant Poll

- **What best describes the integration of energy efficiency and health-related services for your program or organization?**
 - 38% - Currently providing energy efficiency and health services
 - 13% - Planning to provide energy efficiency and health services
 - 38% - Actively considering it
 - 13% - Haven't thought much about it
 - 0% - N/A or don't know



Energy efficiency, environmental sustainability and economic vitality in America's Heartland

10 year partnership with:

Children's Mercy Center for Environmental Health –
Healthy Homes Program

- Cross training: “Healthy Opportunities for Energy Audits and Upgrades”
- Development of materials and curricula
- Home Health Assessment ↔ Home Energy Assessment
- Home Energy Affordability Loan Program

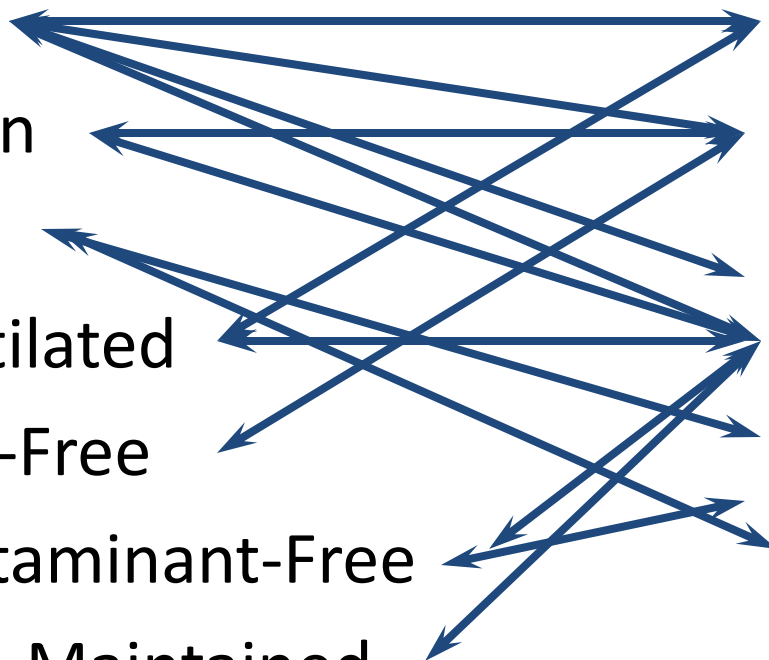
Applying Healthy Home Principles to an Assessment Process

Keep It:

Dry
Clean
Safe
Ventilated
Pest-Free
Contaminant-Free
Well-Maintained

Domains to Assess:

**Air Flow &
Circulation**
Allergens & Dust
Moisture Control
Chemical Exposure
Safety & Injury
Prevention



A word about finding partners in the health field

- National Center for Healthy Housing- www.nchh.org – Look at Training Partner Network for potential health partners in your region
- Public Health – Most public health operations are in state or local government or universities
- Medical professionals trained to think clinically – Suggest social work departments or public health nurses
- Indoor air quality – asthma, COPD, emphysema

Funding & Program Development Opportunities

- Certifying energy analysts as Healthy Homes specialists
- Explore partnerships with clinics, hospitals to assess and remediate problems with the homes of sick patients
- Health care funding – addressing the problems in homes (Look at HUD, private health foundations)
- Employers are concerned with the health of employees (Look at workplace-based energy efficiency programs)

Specific Funding Strategy in Kansas City:

EPA Science To Achieve Results (STAR) grant program –

“Home–Health and Environmental Assessment Research Partnership”
Opportunity to study the impact of energy retrofits on health. Three year project: Kansas City, MO and Davis, CA. Will fund MEC staff to conduct combined Home Energy and Home Health Assessments as part of experimental program.

Resource

- National Center for Healthy Housing
 - <http://www.nchh.org/>

National Healthy Homes Training Center and Network



<http://www.nchh.org/Training/HealthyHomesTrainingCenter/TrainingPartners.aspx>

Discussion Questions

- What are key opportunities for combining energy efficiency and health-related services
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Overview of GTECH Strategies: The Healthy Home Incentive Program (HHIP)

- 6 month old program in Allegheny County
- Collaborative partnerships with a variety of partners:
 - With the Allegheny Health Department, exploring ways that energy efficiency retrofits increase indoor air quality and comfort, and decrease energy use
 - With the Group Against Smog Pittsburgh (GASP) and Duke University, working to quantify the impact of energy efficiency measures on indoor air quality and establish a correlation between indoor and outdoor air quality
 - With Rebuilding Together Pittsburgh (RTP), addressing health and safety issues in low-income communities
 - With University of Pittsburg Medical Team, examining how to take public health approach, conduct health impact assessment of HHIP, and examine how the program helps communities as well as individuals
 - Looking to bring in partner to work on stormwater control
- During 8 months planning and preparation period, established database and diagnostic system

Discussion: Key Opportunities for Combining Energy Efficiency and Health-Related Services

- Leverage collaborative partnerships
 - For example, partner with health industry professionals to promote energy efficiency improvements as a public health strategy
 - Develop trusted relationships in which each partner focuses on its area of expertise
- Combining energy efficiency and health services can lead to new funding opportunities
 - In one program's case, funding came from a pollution fund from a coal-fired power plant
- Health outcomes can help programs create demand
 - Including a health component can strengthen workplace EE programs, since health is of greater interest than EE to employers
 - Health benefits drive homeowner investments
 - Assessing and remediating health conditions that are environmentally triggered by the condition of a patient's homes can reduce health care costs

Discussion: Challenges

- How do you measure a healthy home?
 - Isolating the impact of a healthy home from other factors to conclude that the healthy home intervention caused the outcome is challenging.
 - What is the impact of self-efficacy? If someone is saving on fuel bills and therefore feeling more empowered, does that lead to better health outcomes?
 - Collect data to substantiate anecdotes
- Contractors may be reluctant to include health components
 - In workplace programs, generate enthusiasm from employers first to motivate contractors
 - Partner with healthy homes coalition to provide training

Future Program Sustainability Call Topics

- Voluntary Initiatives (May 8)
- Stakeholder Mapping (June 12)
- Incorporating Behavior Change Efforts into Energy Efficiency Programs (July 10)
- Providing Services for Utilities (August 14)

Please email suggestions for additional call topics to peerexchange@rossstrategic.com