



**Better Buildings Residential Network
Program Sustainability Peer Exchange Call
Series: *Collaborating with Utilities on
Residential Energy Efficiency***

June 12, 2014

Call Slides and Discussion Summary

Agenda

- Call Logistics and Introductions
- BBRN and Peer Exchange Overview
- Featured Participants:
 - Cynthia Adams, LEAP – Virginia (*Residential Network member*)
 - Liz Robinson, Energy Coordinating Agency of Philadelphia
- Discussion:
 - What are different ways that residential energy efficiency programs work with, for, or as utilities?
 - What can programs and utilities offer each other?
 - How does the institutional setting for an energy efficiency program influence program design and implementation?

Participating Programs and Organizations

- American Council for an Energy-Efficient Economy
- Civic Works (Retrofit Baltimore)
- Clean Energy Coalition
- Clean Energy Finance and Investment Authority
- Craft3
- Davis Energy Group
- Ecolilbrium3
- Economic Opportunity Studies
- Efficiency Vermont
- Efficient Windows Collaborative
- Energy Coordinating Agency
- ICAST
- Local Energy Alliance Program—Virginia
- Midwest Energy Efficiency Alliance
- Natural Resources Defense Council
- NeighborWorks of Western VT
- Nexus Energy Center (AlabamaWise)
- NYSERDA
- Southeast Energy Efficiency Alliance
- Snohomish PUD
- UNC Chapel Hill Environmental Finance Center
- Washington State University Energy Program
- Wisconsin Energy Conservation Corporation

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



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>

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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



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+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.

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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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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.

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"I would like to begin with a disclaimer that I am an Aereoseal contractor. One of the reasons I..."

16 minutes ago

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Doing testing of existing homes it is typical to see mottled patterns of surface temperatures with...

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[CleanEdison](#) updated an event



Entry Level Solar Photovoltaic at Cotuit, MA

September 30, 2012 to

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:
 - Workforce: Engaging Efficiency First Chapters and Other Trade Associations in Energy Efficiency Programs (June 12)
 - Multifamily/Low-income: Cost-effective Modeling and Savings Projections for Multifamily Projects (June 26)
 - Marketing and Outreach: Stakeholder Mapping: Learn How to Identify Leaders, Target Audiences, and Gaps in Your Outreach (June 26)
 - Program Sustainability: Incorporating Behavior Change Efforts into Energy Efficiency Programs (July 10)
- Send call topic ideas or requests to be added to additional call series distribution lists to peerexchange@rossstrategic.com.

Participant Poll Results

- What best describes your program's relationship to a utility?
 - Program coordinates with a utility: **60%**
 - Little/no relationship with a utility: **13%**
 - Not applicable: **13%**
 - Program operates under contract with a utility: **7%**
 - Program is housed at a utility: **7%**

**Program Experience: Local Energy Alliance
Program (LEAP) Virginia (*Residential
Network member*)**



How LEAP Interacts with Utilities: An Evolving Process

Cynthia Adams,
Executive Director, LEAP

Success = Synergistic Relationship



1. Utilities sit on LEAP's Governance Board
2. Help them with their community PR events (e.g., help identify a space, invite VIPs, and we show up)
3. Participate in stakeholder work sessions on DSM and IRP
4. Testify in support of their EE programs at PUC hearings
5. Apply for grants from their foundations for EE related outreach campaigns
6. Work as a contractor in their rebate programs
7. Partner with other companies to submit proposals to their RFP's
8. Pilot new programs with them
9. Help them establish rebate structures through sharing data
10. Team with them to apply for grants

Program Experience – LEAP - VA (1 of 2)

- LEAP was involved as a stakeholder early in the utility's residential EE program development process, due to an RFP requirement
- LEAP was in no position to compete with the utility in terms of funding, so had to find a way to cooperate
- LEAP and the utility worked together to restructure the residential EE program in order to score better on cost-effectiveness
- LEAP provided a turnkey backend – cutting the checks, providing contractor training, and managing the contractor database

Program Experience – LEAP - VA (2 of 2)

- When contractors did not run with the initial home check-up program, LEAP began an earnest education and outreach campaign
- 1300 home energy check-ups later, that program has been a lifeline in generating program funding
- The key to success was a good working relationship with the utility at the staff level
 - Individuals may care very passionately about EE – find and connect with those who have similar goals and vision

Program Experience: Energy Coordinating Agency of Philadelphia



ECA has been instrumental in laying the groundwork for a clean energy future for all in the Philadelphia region. [Help us continue to make every community more sustainable.](#)



Knight Training Center Named IREC Training Program of the Year



Liz Robinson, Energy Coordinating Agency, Philadelphia, PA

Program Experience – ECA - PA

- PA has had a statewide requirement to provide EE/weatherization services for low-income for 15 years
 - This was the basis for EnergyWorks residential program
- At the end of the EnergyWorks grant period, the program partnered with the local utility to design a new utility-funded program to continue the work
- EnergyWorks role changed to being an approved contractor, which gave it more flexibility
- The utility is able to provide bigger incentives than EnergyWorks could
- Outside of Philadelphia, standards inform EE program design resulting in less flexibility

Lessons Learned – ECA - PA

- Consumers are interested in comfort first and bill reduction second
- Understanding how EE can solve a financial, public relation, or customer service problem for the utility is the right place to start
 - E.g., For utilities that have significant low-income populations and bill payment problems, EE for that customer group is financially positive
- Utilities are interested in conservation programs because it creates customer loyalty - customers want these programs - but it has to be done well
 - Grow the market and support market transformation through customer demand by delivering excellence

Discussion Questions

- What are different ways that residential energy efficiency programs work with, for, or as utilities?
- What can programs and utilities offer each other?
- How does the institutional setting for an energy efficiency program influence program design and implementation?

Discussion Highlights (1 of 2)

- The landscape for utilities is changing rapidly; 111D will dramatically accelerate demand for EE programs
- There are challenges with assigning and taking credit for EE and customer satisfaction – utilities want to own and be the knowledge base for their customers
- Also issue around who bears the cost for training
 - Utilities are requiring the new standard for contractors that do work for them but some do not pay for training; low-income EE programs providing training are concerned market rate programs will pull these contractors away with higher salaries and benefits

Discussion Highlights (2 of 2)

- Contractors that have worked in low-income bring a skill set not seen outside of that group
 - Every home performance contractor should work on the low income side to gain insight on envelope improvements and achieving significant results versus a focus on HVAC and systems improvements

Tips for Success (1 of 2)

- The program-utility relationship should be one in which both parties benefit
- Agreeing on the facts and the language is particularly important – a 3rd party facilitator can be essential for this
 - This can help to overcome the barrier of utilities that want to market themselves
- Get to know individuals over time in an indirect relationship - serve alongside and demonstrate your own competency and goodwill

Tips for Success (2 of 2)

- A key to working with utilities is adaptability – the relationship must evolve over time as opportunities change
 - The environment within which utilities operate is constantly evolving and the need for EE services will be part of that
 - Staying opportunistic on both sides keeps the communication lines open
- Another key is developing trust – the utility must understand what your value is to them and how you can align your goals

Future Program Sustainability Call Topics

- Incorporating Behavior Change Efforts into Energy Efficiency Programs (July 10)
- Mastermind (August 14)
- Coordinating Energy Efficiency with Water Conservation Services (September 11)

*If you would like to share your experiences on a call
or have other ideas for a call topic, contact
peerexchange@rossstrategic.com.*