



Better Buildings Neighborhood Program Peer Exchange Call: *Administering Non-profit Energy Efficiency Programs*

Call Slides and Summary

March 14, 2013

- Welcome and Introductions
 - What are important questions or challenges you have related administering energy efficiency programs as a non-profit?
- Potential Discussion Topics:
 - Running a nonprofit like a for-profit for program sustainability
 - Working collaboratively with utilities and other partners
 - Accessing scarce community and foundation funding
 - Building adequate internal capacity
- Future Program Sustainability Calls

Participating Programs

- Alabama
- Baltimore, MD
- Cincinnati, OH
- St. Lucie, Florida
- Long Island, NY
- Missouri
- New Hampshire
- New Orleans, LA
- Oregon
- Seattle, WA
- Wisconsin

Discussion: Revenue Streams and Sustainability

- Revenue sources programs are pursuing (or thinking about) include:
 - Subscription and other fees for contractors (Wisconsin, Alabama, St. Lucie, Cincinnati)
 - Grants—leveraging improvements in indoor air quality and greenhouse gas emissions (Long Island) and leveraging benefits for municipal housing (Cincinnati)
 - Foundations (Alabama)—leveraging work in low income housing; partnering with churches
 - Franchise model for other cities (Cincinnati)
- Key messages for seeking external funding include:
 - Jobs benefits (e.g., for local contractors)
 - Track record of success
 - Workforce development (e.g., a jobs “pipeline”)
 - Health benefits

- **Challenges**

- Common understanding of who “owns” the customer relationship; in some cases programs may need to sacrifice their own brand and operate “behind the scenes” of the utility brand
- In Oregon, even though on-bill repayment is authorized, it has been hard to get utilities to put the tariffs on utility bills
- Customer confusion can result when utilities and energy efficiency programs are offering similar but uncoordinated programs in the same market

- **Opportunities**

- Programs often have more flexibility than utilities; for example, programs can advocate for fuel switching, but utilities often can't
- Utilities are often constrained in how they can use their brands, and programs can use their brands to extend the reach of energy efficiency

- **Seattle, WA and Long Island, NY are successfully co-branding with utilities**

Future Program Sustainability Call Topics



Program Sustainability calls will be on Thursdays from 12:30-2:00 PM on the dates below

- Program Sustainability Mastermind Session (today at 3:00 PM Eastern)
- Unique Fee-For-Service Revenues (April 11)