



**Better Buildings Residential Network Peer
Exchange Call Series: *Community
Organizing and Outreach***

Call Slides and Discussion Summary

April 23, 2015

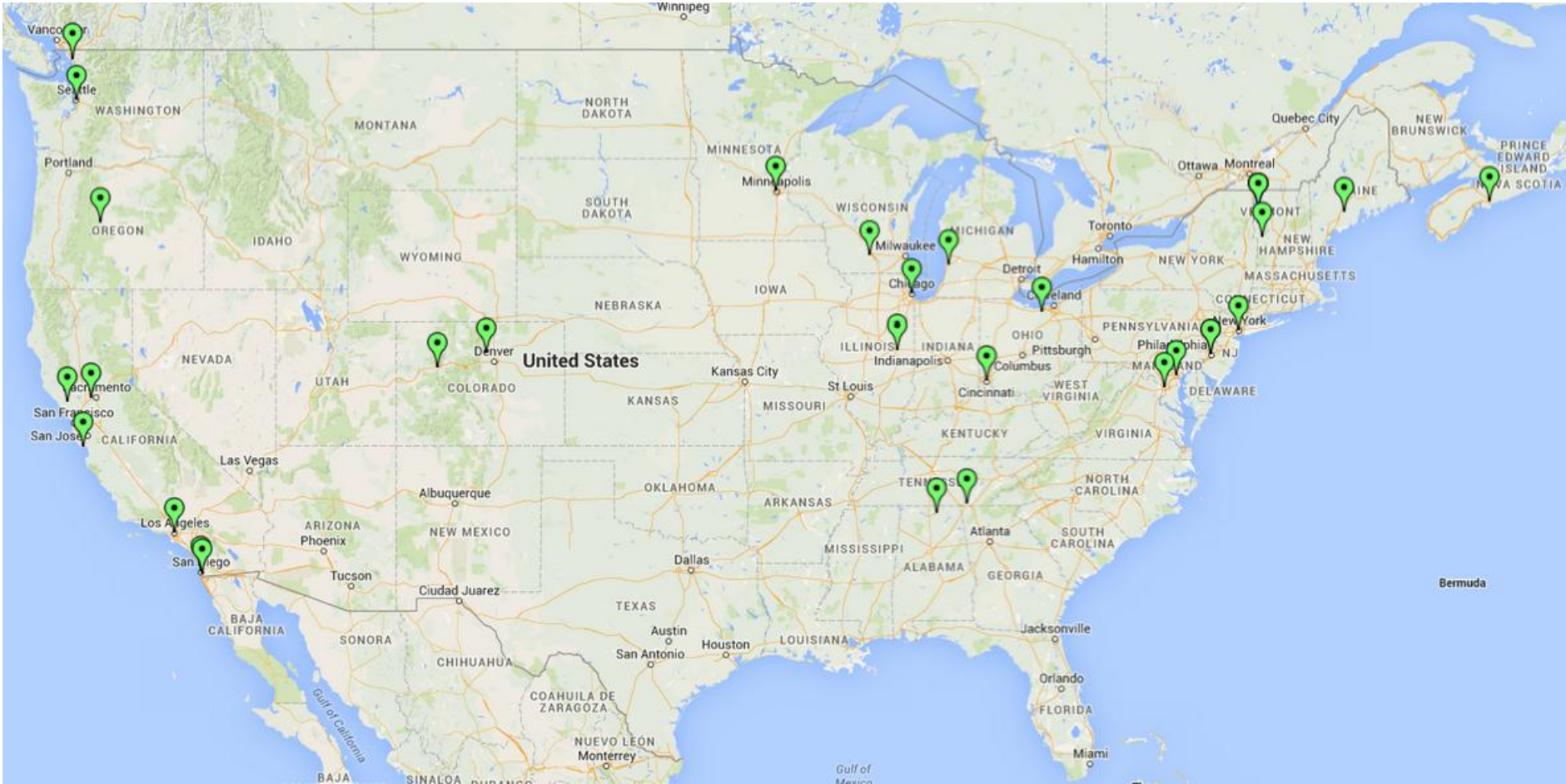
Agenda

- Call Logistics and Introductions
- Opening Poll
- Residential Network and Peer Exchange Call Overview
- Featured Speakers
 - Brad Smith, Sustainability Specialist, Boulder County, CO
 - Elise Ehrheart, Senior Program Specialist, Ecology Action - PG&E Home Upgrade Program
 - Lindsey Hardy, Project Director for Bend Energy Challenge, The Environmental Center, OR
- Discussion
 - What community-based outreach or organizing approaches has your organization used to market home energy assessments/upgrades?
 - What approaches have been most effective/successful? What types of organizations have been important as partners in those outreach efforts?
 - What challenges have you found to engaging community members in residential energy efficiency activities? What are strategies for overcoming those barriers/challenges?
 - Other questions/issues related to community organizing and outreach?
- Closing Poll

Call Participants

- Arlington County, VA
- Center for Energy and Environment (Minneapolis, MN)
- Center for Sustainable Energy (California)
- City of Chula Vista, CA
- Civic Works (Baltimore, MD)
- Community Energy Challenge (Bellingham, WA)
- Davis Energy Group
- Dr. Energy Saver
- Ecology Action
- Efficiency One (Halifax, Nova Scotia)
- Elevate Energy (Chicago, IL)
- Efficiency Maine Trust
- EnergySavvy
- EnergySmart (Boulder, CO)
- Greater Cincinnati Energy Alliance
- green|spaces
- Holy Cross Energy
- NeighborWorks of Western Vermont
- Nexus Energy Center
- NYC Mayors Office for Sustainability
- PECO
- Performance Systems Development
- Sonoma County, CA
- South Burlington Energy Committee
- The Energy Network (California)
- The Environmental Center (Bend, OR)
- The Oberlin Project
- University of Illinois
- Vermont Energy Investment Corp.
- Wisconsin Energy Conservation Corporation

Call Participant Locations



Opening Poll #1 Results

- Which of the following best describes your organization's experience with community organizing and outreach for residential energy efficiency?
 - Some experience/familiarity **50%**
 - Very experienced/familiar **25%**
 - Limited experience/familiarity **19%**
 - No experience/familiarity **6%**
 - Not applicable **0%**

Opening Poll #2 Results

- What types of community-based outreach approaches has your organization used?
 - Leverage community events **85%**
 - Enable peer-to-peer outreach (house parties, champions, etc.) **55%**
 - Work with community groups, faith-based orgs, schools, etc. **75%**
 - Work with employers to promote home energy upgrades **25%**
 - Other (please explain) **10%**

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>





Latest Activity: 8 hours ago

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

 [Table of Contents](#)  [+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.

Continue

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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Pages (15)

- Tools
- Better Buildings Network View
- Peer Exchange Call Schedule and Archive
- Peer Exchange Archive: Marketing and Outreach
- Peer Exchange Archive: [Workforce Business Partners](#)

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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.

Latest Activity

What brings you here?

[Share](#) 140

Tucker Henne commented on David Byrne's blog post Does Aereoseal work? An auditors review

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

16 minutes ago

T.J Alexander posted a blog post


So many homes have fiberglass insulation that is poorly installed in New Hampshire and elsewhere

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

See More

1 hour ago

CleanEdison updated an event



Entry Level Solar Photovoltaic at Cotuit, MA

September 30, 2012 to

Peer Exchange Call Series

- Calls are held the 2nd and 4th Thursday of every month at 12:30 and 3:00 ET
- Calls cover a range of topics, including financing & revenue, data & evaluation, business partners, multifamily housing, and marketing & outreach for all stages of program development and implementation
- Upcoming calls:
 - April 23, 3:00 ET: Lessons from State Energy Efficiency Alliances
 - May 14, 12:30 ET: Generating Demand for Multifamily Building Upgrades
 - May 14, 3:00 ET: Better Buildings Residential Network Orientation
 - June 11, 12:30 ET: Shark Tank: Residential Energy Efficiency Edition
 - June 11, 3:00 ET: Leveraging Seasonal Opportunities for Marketing Energy Efficiency
- Send call topic ideas to peerexchange@rossstrategic.com.

Peer Exchange Call Summaries

Discussion: Challenges and Solutions

- Overcoming Challenges - Solutions:
 - Access trusted, local messengers
 - Engage your satisfied customers as champions to turn them into "lifetime customers"
 - Invite people to make a pledge with a few simple EE activities they can take
 - Connect with the right local partners (Connecticut conducted "community asset mapping")
 - Directly involve the homeowner through DIY work or as energy efficiency demonstration homes to help them feel engaged (San Diego demonstration homes)
 - Minimize paperwork to make it easier to participate

Poll Results

Participant Poll: Which of the following best describes your program's experience with energy efficiency behavior change efforts?

- Currently implementing: 31%
- Planning to implement: 31%
- Thinking about it: 19%
- Haven't thought about it: 0%
- Not applicable: 19%

The screenshot shows the Home Energy Pros website interface. At the top, the logo reads "HOME ENERGY PROS" with the tagline "Connecting home energy professionals". A navigation menu includes "Home", "Invite", "My Page", "Members", "Forum", "Blogs", "Groups", "Photos", "Videos", and "Events". Below the menu, there are links to "Back to Better Buildings Residential Network" and "All Better Buildings Residential Network Pages". The main content area is titled "Peer Exchange Archive: Program Sustainability" and lists several call summaries with their dates and PDF links:

- Incorporating Behavior Change Efforts into Energy Efficiency Programs**
July 10, 2014
[Presentation and Discussion Summary \(PDF\)](#)
- Collaborating with Utilities on Residential Energy Efficiency**
June 12, 2014
[Presentation and Discussion Summary \(PDF\)](#)
- BBRN Voluntary Initiative: Partnering to Enhance Program Capacity**
May 8, 2014
[Presentation and Discussion Summary \(PDF\)](#)
- Complementary Energy and Health Strategies**
April 10, 2014
[Presentation and Discussion Summary \(PDF\)](#)
- Mastermind: Jim Mikel, Spirit Foundation**
March 13, 2014
[Presentation and Discussion Summary \(PDF\)](#)

How do you eat an elephant? One bite at a time. A slight shift in perspective goes a long way.

Understanding how EE can solve a financial, public relation, or customer service problem for the utility is the right place to start.

Residential Program Solution Center – We Want Your Input!

Web portal of residential EE upgrade program resources, & lessons learned to plan better, avoid reinventing the wheel.

- BB Neighborhood Program, Home Performance with ENERGY STAR Sponsors+
- Provides:
 - Step-by-step guidance
 - Examples
 - Tools
 - Templates
 - Lessons learned
 - Best practices
 - Tips
- Continually add content to support residential EE upgrade programs—**member ideas wanted!**



<https://bbnp.pnnl.gov/>

Program Experience:
Brad Smith
Sustainability Specialist
Boulder County, Colorado



energysMART

Your Efficiency Solutions

DO MORE WITH LESS

How EnergySmart transitioned from traditional to community based outreach





energySMART

Your Efficiency Solutions

What is EnergySmart?

- **GOAL:** one-stop shop that will overcome traditional barriers to investment in energy improvements
 - Energy assessments for home and business
 - Personalized, one-on-one Energy Advisor
 - Assistance with contractor selection, rebate paperwork, on-going support
 - Financial incentives



energySMART

Your Efficiency Solutions

Community-Based Social Marketing Strategies

- Communication
- Commitment
- Social Norming
- Convenience
- Prompts
- Incentives

Fostering Sustainable Behavior: An Introduction to Community-Based Social Marketing by Doug McKenzie-Mohr



energySMART

Your Efficiency Solutions

Community Outreach

- Mailers
- Events
- **Peer to Peer**
- Neighborhood Canvassing
- Newsletters



energySMART

Your Efficiency Solutions

The Energy Champion was Born

Happy Customer

+

Facilitator

=

Energy Champion



energysMART

Your Efficiency Solutions

What Does an Energy Champion Do?

- Like us on facebook
- Put Out a Yard Sign
- Write a letter to the editor
- Email their friends and family
- Host an Energy Party



Social Norming ~ Prompts ~ Incentives ~ Communication ~ Commitment ~ Convenience



energySMART

Your Efficiency Solutions

Lessons Learned

- Time is of the essence
- Go with the flow
- Do not overwhelm with choices
- Hand written thank you cards



energysMART

Your Efficiency Solutions

Brad Smith
Sustainability Specialist
Boulder County
EnergySmartYES.com



Program Experience: Boulder County, CO

Successes with Energy Champions

- The Boulder EnergySmart program, which launched in 2010 used community outreach-style marketing, particularly peer-to-peer outreach.
- EnergySmart has had success with their Energy Champion program:
 - EnergySmart identifies happy customers via a post-project survey, which asks whether they are interested in spreading the word. If so, they are asked to be Energy Champions.
 - Once Energy Champions are on board they are paired up with an EnergySmart representative for mentoring and support.
 - The Energy Champions are given a list of outreach methods to choose from to match their level of interest and engagement. The most effective Energy Champion activities are:
 - Writing a letter to the local newspaper editor. This reaches the whole community with a personal story.
 - Hosting a home energy party with food, games, speakers on building science, special incentives offered at the event, and participant pledges.
 - Energy Champion tips:
 - When a customer indicates that (s)he is interested in becoming an Energy Champion, time is of the essence.
 - It is okay to let some potential Energy Champions fall through.
 - Don't overwhelm Energy Champions with choices of outreach activities.
- The Energy Champion program is successful, but it is just one piece of a large puzzle of community organizing and outreach methods.

Program Experience:

Elise Ehrheart

Senior Program Specialist

Ecology Action

PG&E Home Upgrade Program, California

Home Upgrade Program Outreach and Community Engagement Strategies

Regions: Bakersfield and Placer County



Presenter:

Elise Ehrheart
Senior Program Specialist
Ecology Action, Santa Cruz CA
www.ecoact.org

Lessons Learned

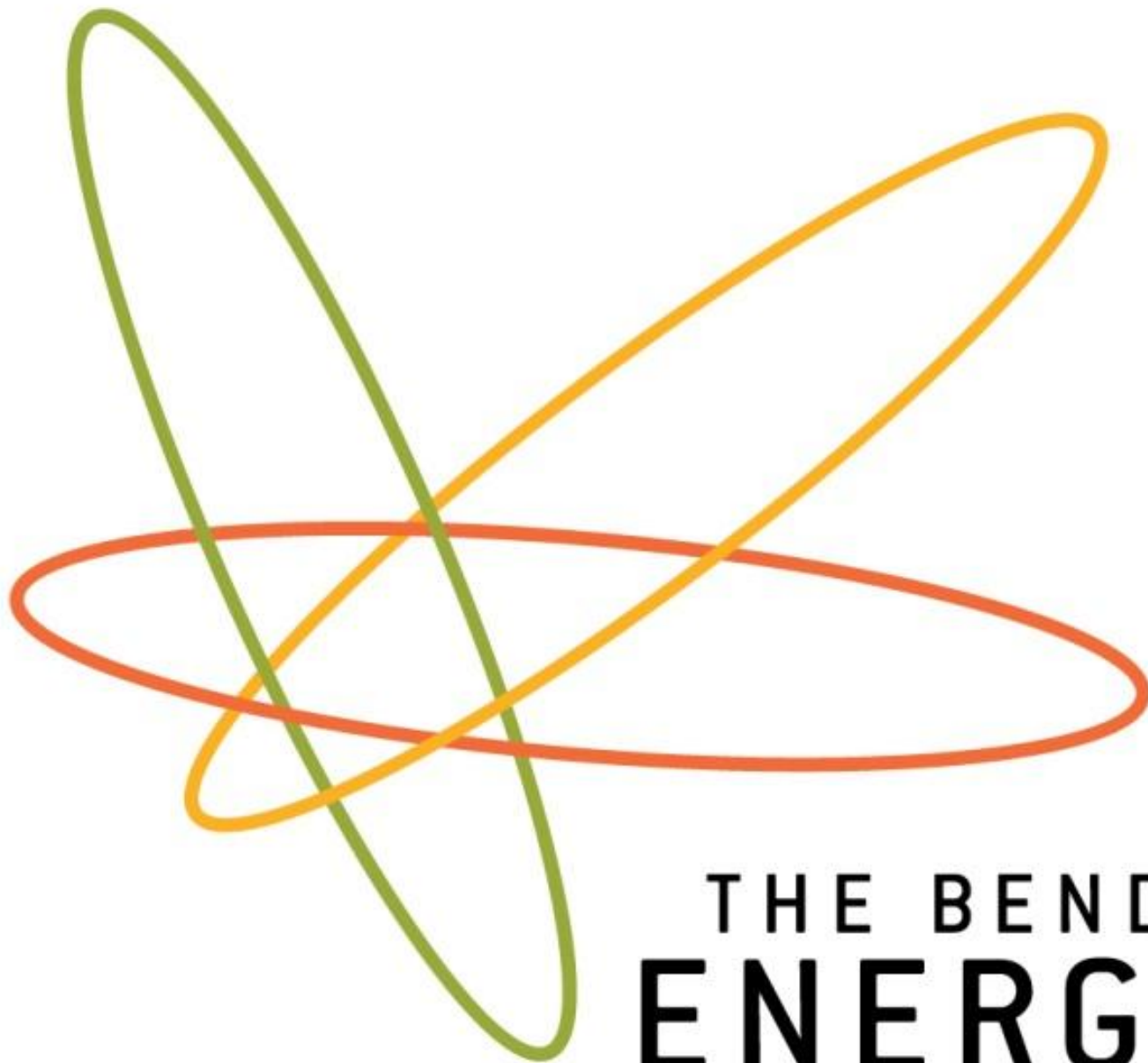
- High touch outreach events
- Quality vs. Quantity
- Building relationships with local contractors
- Networking with local affinity groups and organizations
- Using data to target outreach
- Making link between energy and water use
- Targeted large employer outreach

Ecology Action/PG&E Home Upgrade Program, California

Tips for Successful Outreach Events

- Ecology Action works with PG&E to do community outreach on the Energy Upgrade California program, and is targeting homeowners in key geographic areas where uptake has historically been low.
 - Primary finding: The effectiveness of outreach activities differ between communities, so it is important to tailor approaches. For example, a Community Champion program may work well in one area, but not in another. Likewise, incorporating water conservation worked well in the Bakersfield community, but not as well in Placer County.
- Ecology Action has three field staff doing over 200 outreach events per year in these communities (tabling, large employee events, etc.). After tracking these events and their effectiveness, staff have fine-tuned their outreach approaches.
 - Outreach staff avoid hosting workshops, as it is difficult bringing people to a special event; instead, they focus on bringing information to people.
 - Outreach specialists use individual, confidential program sign-up sheets that ask a short list of questions to bring in qualified leads. Sign-up sheets are kept in "lockbox," so their personal information is kept safe.
 - Outreach teams partner with local contractors and bring them to events to answer home performance questions.
 - Outreach teams are comprised of people from the local community. This allows them to use connections they've developed over a lifetime.
 - Ecology Action trains their outreach specialists on how to market specifically to big employers and their staff. They have learned to target wellness groups, and to go directly to the Human Resources departments to begin the engagement.

**Program Experience:
Lindsey Hardy
Project Director
Bend Energy Challenge
The Environmental Center**



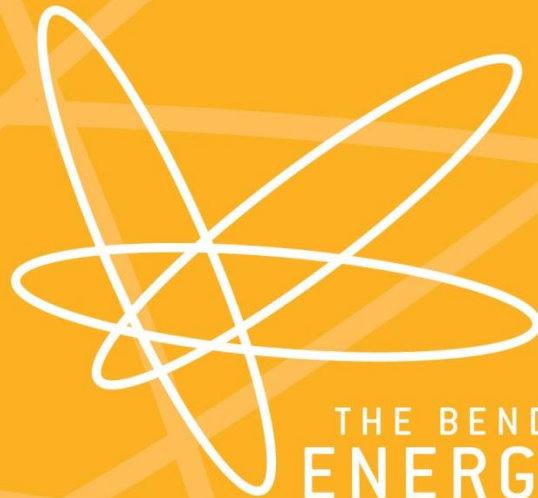
THE BEND
ENERGY
CHALLENGE

Created to help everyone in Bend
save energy,

the Bend Energy Challenge

**connects residents to the
resources and information** they
need to save energy, save
money and make their homes
healthier and more comfortable.

PLEDGE TO FLIP 'EM ALL OFF.



THE BEND
ENERGY
CHALLENGE

Your lights, that is. You'll save energy, money, maybe even the planet. And you'll help Bend win \$5 million in a national competition to reduce energy use! How flippin' cool is that?

bendenergychallenge.org

Inspire and Engage

5200 households
900 businesses





Dear Energy Hero,

That's right, we said *hero*. As someone working toward a brighter, more sustainable future, that's exactly what you are.

We're excited to welcome you to the **The Bend Energy Challenge**. Created to help everyone in Bend save energy, The Bend Energy Challenge connects you to the resources and information you need to save energy, save money, and make your home healthier and more comfortable.

You could even help Bend win \$5 million in a national competition to reduce energy use. *Five million bucks!* These winning funds would be used to help our community save energy, go solar and honor the spectacular environment that made us fall in love with Bend in the first place.

Ways to Save

My Energy Use

Rebates

Guides

Groups

Home Energy Assessments

About

POWERED BY WattzOn

Your Pacific Power and Cascade Nat Gas Corp bills have been successfully imported.

Ways to Save

My Plan

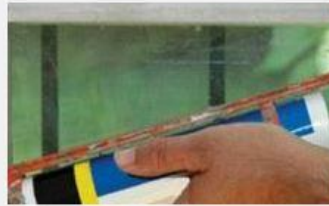
More Ideas

Accomplished

This Month



Get a Home Energy Audit



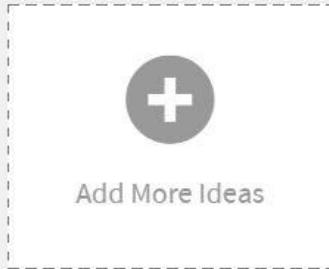
Weatherize Your Home



Switch to LEDs



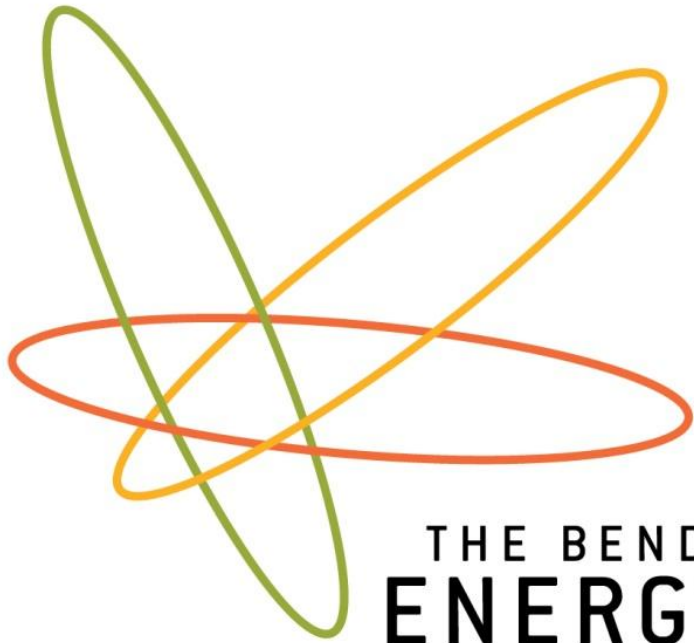
Turn Off Unneeded Lights



Add More Ideas

— GET YOUR —
FIRST
SHIPMENT
OF
AIR FILTERS
FREE!

— FOR ALL —
BEND ENERGY CHALLENGE
PARTICIPANTS



THE BEND
ENERGY
CHALLENGE



the
environmental
center

Lindsey Hardy, Project Director,
The Bend Energy Challenge
bendenergychallenge.org

Bend Energy Challenge

Unique outreach methods in practice

- The Bend Energy Challenge is competing in the Georgetown University Energy Prize, and is focusing on connecting people to energy efficiency programs that are available in Oregon (Clean Energy Works, Energy Trust of Oregon) via a grassroots effort.
 - Because people have already seen the traditional comfort and energy savings messaging from the Oregon programs, the Bend Energy Challenge is using different language, such as the "pledge to flip 'em off" campaign which has been successful and getting people's attention.
- The Bend Energy Challenge has a goal of getting 900 businesses to pledge to reduce energy. The business pledges don't contribute to the Georgetown Energy Prize effort, but they help as an entree to their employees.
 - People can use the Bend Energy Challenge online tool to track energy savings, compare savings to others, and to get personalized tips and advice.
 - Within the tool, people can form a group (workplace, rotary, etc.), and can challenge groups to see who can save more energy.
- Program organizers have found that when hosting events, they mostly attract people who are already engaged in energy efficiency. To connect with people new to it, they formed an AmeriCorps team to canvass neighborhoods; in just three weeks they already brought in ~350 sign-ups!
 - To find out more about using an AmeriCorps team, see the National Civilian Community Corp (NCCC) website. <http://www.nationalservice.gov/programs/ameri-corps/ameri-corps-nccc>

Discussion Questions

- What community-based outreach or organizing approaches has your organization used to market home energy assessments/upgrades?
 - What approaches have been most effective/successful?
 - What types of organizations have been important as partners in those outreach efforts?
- What challenges have you found to engaging community members in residential energy efficiency activities?
 - What are strategies for overcoming those barriers/challenges?
- Other questions/issues related to community organizing and outreach for home energy upgrades?

Discussion Highlights

Moving beyond traditional messaging

- After hitting a market saturation ceiling with the traditional energy savings and comfort messages, programs have moved to the following outreach and marketing tactics:
 - EnergySmart in Boulder switched to more value-based marketing. For example, “Keep resources available for generations to come.”
 - Ecology Action in California began focusing on the healthy home, and incorporated water conservation (a hot topic in California).
 - Because the housing stock in Bend is relatively new and many homeowners don’t need to do deep upgrades, the Bend Energy Challenge uses the energy usage competition to promote energy conservation.
- Wisconsin Energy Conservation Corporation targeted small communities (less than 10K residents). If a community met its energy retrofit goal, its library received a solar array. Unique outreach methods included presentations to elementary and middle schools, which resulted in energy upgrades at students’ homes.
- The Oberlin Project is planning an Energy Audit Blitz, where they perform 26 free energy audits in one day in a 1-2 block radius, targeting units with high utility usage. The day will include a mini energy fair with food, tabling, etc.

Closing Poll Results

- After today's call, what will you do?
 - Consider implementing one or more of the ideas discussed **64%**
 - Seek out additional information on one or more of the ideas **18%**
 - Make no changes to your current approach **9%**
 - Other (please explain) **9%**

LET'S ALL MEET IN MAY!

REGISTER TODAY for the BETTER BUILDINGS SUMMIT

Washington, DC · May 27-29, 2015

SAVE YOUR SPOT NOW:

<http://www1.eere.energy.gov/buildings/betterbuildings/summit/>

This Summit will bring together Better Buildings partners and stakeholders to exchange best practices and discuss future opportunities for greater energy efficiency in America's homes and buildings.

There will be time set aside for a specific Residential Network discussion and meet-up!

Thank you!

Please send any follow-up questions or future call topic ideas to:
peerexchange@rossstrategic.com