



**Better Buildings Residential Network Peer
Exchange Call Series:
*Hit the Road: Applying Lessons from National
Campaigns to a Local Context (201)***

July 23, 2015

Call Slides and Discussion Summary

Agenda

- Call Logistics and Introductions
- Opening Poll
- Residential Network and Peer Exchange Call Overview
- Featured Speakers
 - **David Caughran**, Senior Policy Associate, Alliance to Save Energy
 - **Maura Brueger**, Director of Government and Legislative Affairs, Seattle City Light
 - **Andrea Denny**, Team Lead, Local Climate and Energy Program, U.S. Environmental Protection Agency
- Discussion
 - What are some examples of national campaigns that local programs should be aware of?
 - What experience has your organization had with national campaigns?
 - What are the benefits to connecting to national campaigns? What are the challenges?
 - Other questions/issues related to the relationship between national-scale energy campaigns and local energy efficiency programs?
- Closing Poll

Call Participants

Residential Network Members

- Energy Efficiency Specialists
- The Oberlin Project

Non-Members

- Alliance to Save Energy (ASE)
- Debra Little Sustainable Design
- Seattle City Light
- Snohomish County PUD (WA)
- U.S. Environmental Protection Agency (EPA)

Opening Poll

- Which of the following best describes your organization's experience with national campaigns?
 - No experience – **67%**
 - Limited experience – **33%**
 - Very experienced – **0%**
 - Some experience – **0%**
 - Not applicable – **0%**

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.

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:
 - August 20, 12:30 ET: Staged Upgrade Initiative Program Design (201)
 - September 10, 12:30 ET: Mastermind (201)
 - September 10, 3:00 ET: The Other 15%: Expanding Energy Efficiency to Rural Populations (301)
 - September 24, 12:30 ET: Audience Segmentation and Analysis Strategies for Targeted Marketing
 - September 24, 3:00 ET: Incorporating Energy Efficiency into Multi-family, Affordable Housing Rehabilitation Projects
- 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%

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HOME ENERGY PROS Connecting home energy professionals

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Peer Exchange Archive: Program Sustainability

Program Sustainability | Workforce/Business Partners | Financing and Revenue | Data and Evaluation | Multifamily/Low Income Housing | Working with Utilities | High Road Workforce Agreements | Marketing and Outreach | Other Calls

Peer exchange call summaries are listed below as available. Please check back periodically for new summaries.

- 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 and Templates
 - Quick Links and Shortcuts
 - Lessons learned
 - Proven Practices posts
 - Tips
- Continually add content to support residential EE upgrade programs—**member ideas wanted!**



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

National Campaign Highlight:

David Caughran, Alliance to Save Energy



Using less. Doing more.

National Outreach Efforts

*Energy 2030 On the Road/
Accelerate Energy Productivity*

David Caughran
Senior Policy Associate

What is the Alliance to Save Energy?

Mission:

To promote energy efficiency worldwide to achieve a healthier economy, a cleaner environment, and greater energy security.

Organization:

- Staff of 40+ professionals
- 36 years of experience
- \$10 million annual budget
- Recognized as a premier energy efficiency organization



Setting an Agenda for the Future: Energy 2030

The Goal:

- Double U.S. energy productivity (2x GDP from every unit of energy) by 2030

The Framework: A Policy Prescription

- Non-Partisan
- Address all sectors of the economy
- Engage all levels of government + private sector
 - ½ of 54 recommendations for feds; ½ for state, local & private sector
- Bold but also actionable
- Respect appropriate roles of government(s)
- Engage and excite public opinion leaders

“[We] will take action aimed at **doubling the economic output per unit of energy consumed** in the United States by 2030, relative to 2010 levels.”

President Obama
2013 State of the Union



A Partnership with the U.S. Department of Energy & the Council on Competitiveness

- Three primary objectives:
 - Build awareness and understanding of 2x EP Goal
 - Secure endorsements of the goal and action commitments
 - Create a “roadmap” for achieving the goal
- Tactics:
 - Executive dialogues around the country to develop “Roadmap” and secure commitments
 - Regional gatherings to engage local & state officials, businesses, and stakeholders
 - Interactive website to create “community” of action and showcase “success stories”
 - National Summit to unveil “Roadmap” & unite participants



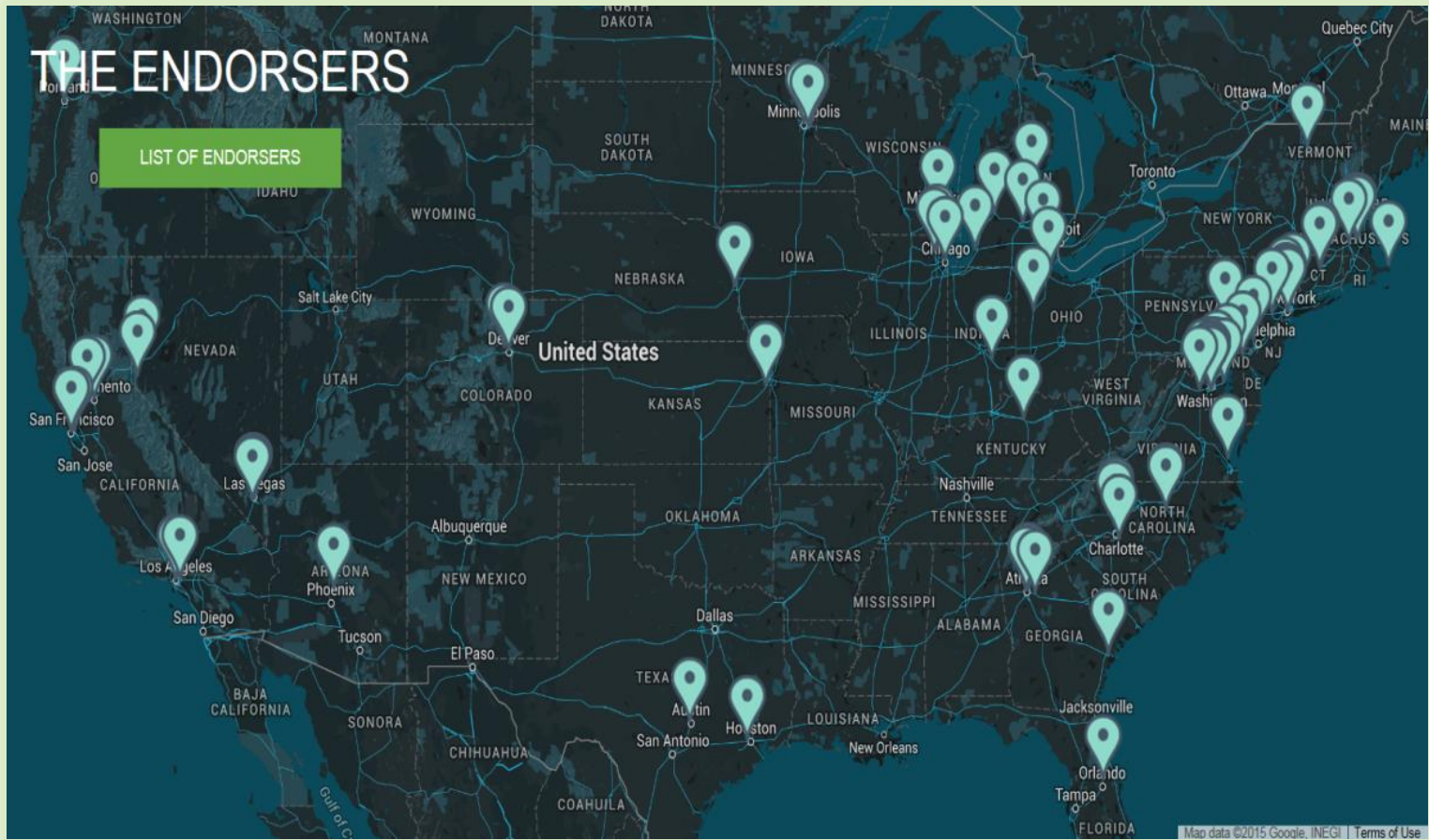
Using less. Doing more.

Accelerate Energy Productivity 2030/ Energy 2030

On the Road

Where We Have Been	Where We Are Going
Chicago, Illinois -- June 2013	San Francisco, California – August 12, 2015**
Seattle, Washington -- July 2013	AccEP 2030 National Summit in Washington D.C. – Sept., 16-17, 2015
Los Angeles, California -- January 2014	Boston, Massachusetts – October 2015
Ann Arbor, Michigan -- March 2014	Denver, Colorado – November 2015
Las Vegas, Nevada -- February 2014	
Atlanta, Georgia -- June 2014	
New York City -- September 2014	
Ft. Worth, Texas -- November 2014	
Raleigh, North Carolina -- February 2015*	
Seattle, Washington -- April 2015*	
St. Paul, Minnesota -- July 2015*	

Endorsers – 121 to date



Success Stories

- We are collecting “Success Stories” – case studies describing programs or initiatives and specific gains made in energy productivity.
- We have secured 3 success stories from Lockheed Martin, Legrand, and Lime Energy, with several more in the pipeline!
- Looking for more – ask David how to submit or go to Energy2030.org and click on the “Success Stories” tab to learn more.



Using less. Doing more.

National Campaign Highlight: Alliance to Save Energy and AEP 2030

- In partnership with U.S. DOE and the Council on Competitiveness, ASE advocates doubling U.S. energy productivity by 2030, through the [Accelerate Energy Productivity \(AEP\) 2030](#) campaign.
 - The campaign was borne out of ASE's National Commission on Energy Efficiency, which issued an *Energy 2030* report. The report includes [a series of recommendations](#) to reach the 2030 goal and a [state/local government toolkit](#).
 - The campaign includes two-day dialogues in cities across the U.S. and recruitment of organizations to endorse to 2030 goal.
- The dialogues feature executive-level roundtables on the first day and panel discussions and public events on the second day.
 - In 2015, AEP 2030 held three regional dialogues to develop a roadmap to achieve the 2030 energy productivity goal: Built environment and transportation, Raleigh, NC; Smart power systems, Seattle, WA; and Advanced manufacturing, St. Paul, MN.
 - The public forums have each attracted 80-100 people from academia, business, utilities, and government. The [September 2015 AEP 2030 Summit](#) will be the culmination of the regional dialogues and will unveil the AEP 2030 Roadmap.

Program Experience:

Maura Brueger, Seattle City Light

Program Experience: Seattle City Light

- Seattle City Light is Seattle's municipal electric utility and serves 415,000 customers. It is the 10th largest public utility in the U.S.
- Seattle City Light co-hosted Energy 2030's On the Road Seattle event with ASE in July 2013. Over 100 attendees came to the event, from a variety of stakeholder groups (e.g., business, utility, government).
- ASE's National Commission on Energy Efficiency Report Energy 2030 recommendations were critical to structuring the conversation. These recommendations are:
 - Invest in energy productivity.
 - Modernize regulations and infrastructure.
 - Educate and engage stakeholders.

Seattle City Light: Benefits to Participating in a National Campaign

- Repackage energy efficiency as energy productivity in city messaging and policy conversations.
 - The “accelerate energy productivity” message of the campaign presented energy efficiency in a more positive economic light than traditional conservation messaging. The change in language opened the energy conversation to stakeholders beyond the electricity sector.
- Demonstrate (and generate additional) support for federal, state, and/or local energy policy.
 - By participating in a national campaign, Seattle City Light was able to engage with national energy leaders and attract the attention of state leaders on energy efficiency issues.
 - The public events and panels also helped people understand why their local energy utility was engaging in state and federal level policy issues
- Develop new partnerships and generate interest in investing in the energy sector from financial institutions and private equity companies
- Attract media attention and raise awareness
- Access to ready-to-use resources and materials

Lessons Learned:

**Andrea Denny, Local Climate and Energy
Program, U.S. EPA**

Lessons from EPA's Climate Showcase Communities

Andrea Denny

U.S. EPA Local Climate and Energy Program

Better Buildings Peer Exchange Call

September 25, 2014

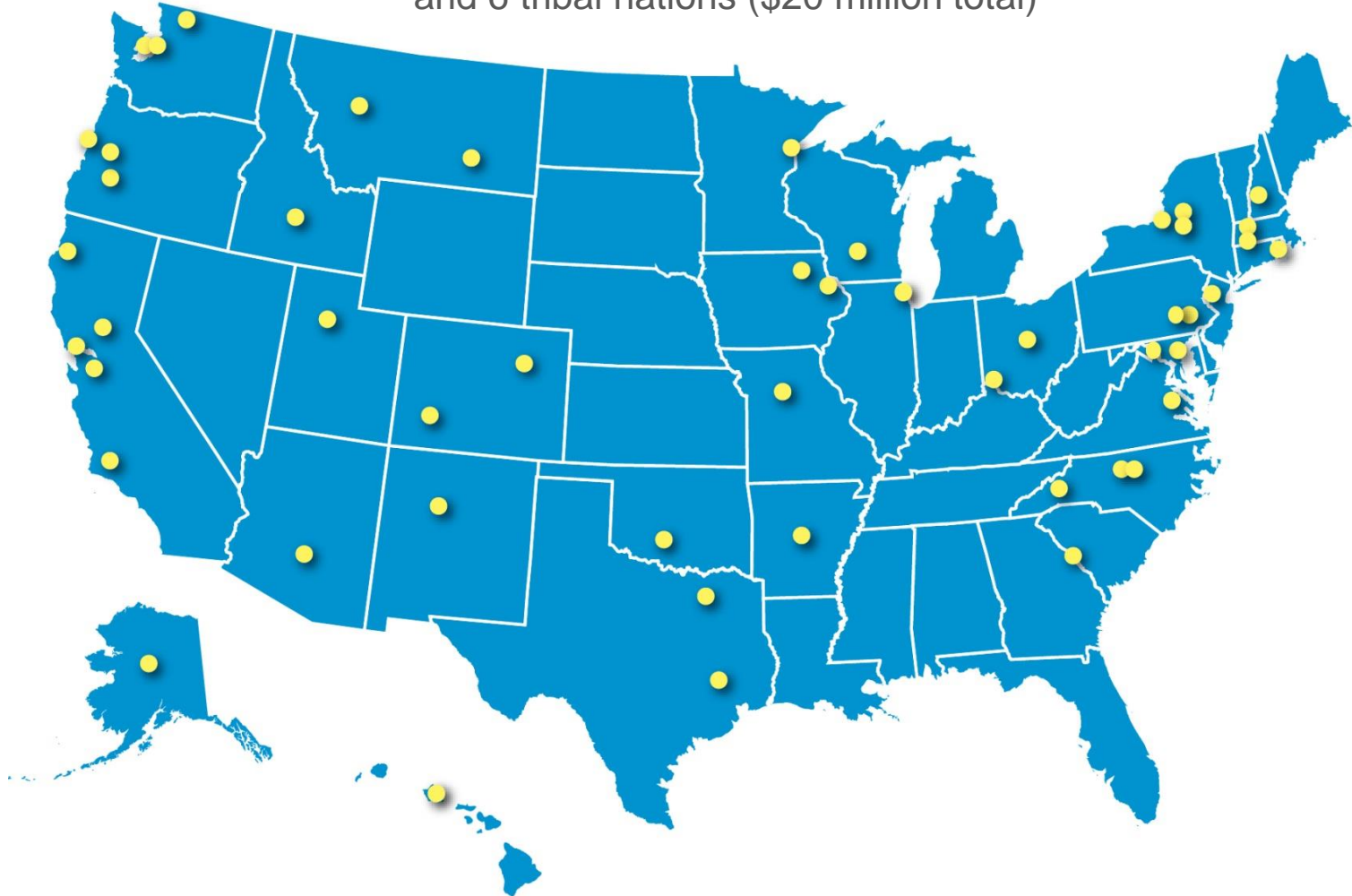


**State and Local
Climate and Energy Program**



Diverse Communities

\$100,000 - \$500,000 grants awarded to 44 local governments
and 6 tribal nations (\$20 million total)



Profiles of every CSC are available at: [epa.gov/climateshowcase](https://www.epa.gov/climateshowcase)

What We Have Learned

- Successful Strategies
 - Know the specific unmet needs in your community
 - Create a positive experience for customers
 - Document results, successes, and challenges
 - Storytelling, showcasing, and the power of neighbors
 - Capacity building—for you, for contractors, for residents
 - Focus on supporting sustained results from the start
 - Stay nimble and adapt to new circumstances
 - Combine direct retrofits with behavior change campaigns
- Keys to long term sustainability
 - Understanding value streams
 - Rethinking service delivery
 - Leveraging partnerships
- Supporting Replication of Successful Projects
 - Meaningful relationships and mentoring
 - Resources, templates, and toolkits



Successful Strategies: Effective Practices Tip Sheets

What is it?

Why do it?

What works?

What to watch out for?

What resources have been useful?

- Effective messaging
- Testimonial videos
- Traditional media strategies
- Community-Based Social Marketing
- Incentive techniques
- Award and certificate programs
- Working across ideological differences
- Conducting and evaluating pilot projects
- Green teams
- Action checklists

Working with:

- Small/rural communities
- Contractors
- Utilities
- Students
- Volunteers
- Corporations
- Experts
- Institutional Partners
- Early adopters



Effective Practices for Implementing Local Climate and Energy Programs:
Working in Small or Rural Communities

Lessons Learned by Communities for Communities
Effective practices for implementing local climate and energy programs, as shared by EPA's Climate Showcase Communities

WHAT IS IT?
Small and rural communities are the majority of jurisdictions in the U.S. They are home to up to 80% of the population in some states. These communities offer several unique opportunities for engaging residents in sustainability initiatives as well as challenges related to funding and capacity.

WHY DO IT?

- These communities are often under-resourced; environmental staff members (if they exist) often wear multiple hats.
- Small and rural communities may benefit the most from technical assistance for their programs.

WHAT WORKS?

- Listen to people in community centers, schools, libraries, and churches; become familiar with community values and needs.
- Gain trust with local figures that can help deliver your message.

"Use established"



Effective Practices for Implementing Local Climate and Energy Programs:
Community-Based Social Marketing

Lessons Learned by Communities for Communities
Effective practices for implementing local climate and energy programs, as shared by EPA's Climate Showcase Communities

WHAT IS IT?
Community-based social marketing (CBSM) uses direct neighbor-to-neighbor communication and influence to promote behavior change. In-person communications are often complemented by electronic social media tools.

WHY DO IT?

- Using existing, trusted community networks and relationships can inspire cost-effective "viral propagation" of messages.
- CBSM encourages and rewards peer advocates.
- A focus on little steps leading to bigger steps can create sustained behavior change over time.

WHAT WORKS?

- Choose one action you'd like community members to take, and make the CBSM campaign about it.
- Identify community members who are already doing the action. Find out their



Effective Practices for Implementing Local Climate and Energy Programs:
Incentive Techniques

Lessons Learned by Communities for Communities
Effective practices for implementing local climate and energy programs, as shared by EPA's Climate Showcase Communities

WHAT IS IT?
Incentives are financial or non-financial rewards for taking actions that improve local sustainability.

WHY DO IT?

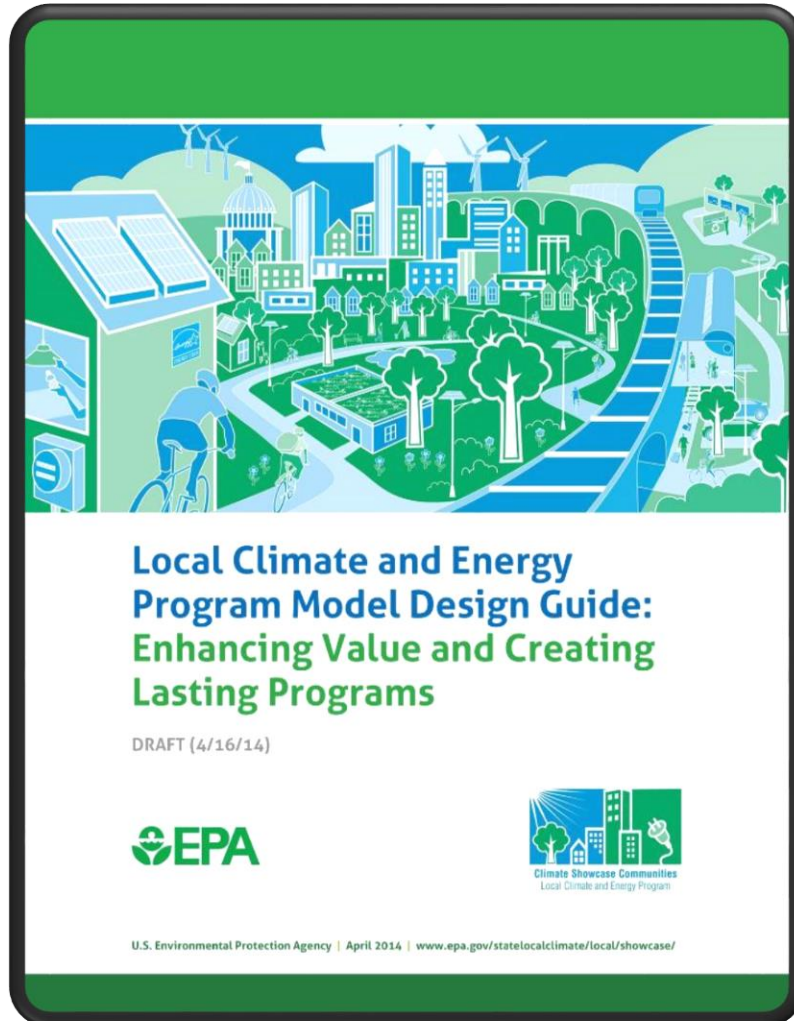
- Incentives can encourage people to try things that they wouldn't otherwise do—and encourage them to go further on their own later.
- Incentives can help people get over the initial hurdle of not knowing about something or how to do it.
- Offering even a small incentive can lead to a large change.
- People are often more interested in trying something if they feel they are getting immediate gratification.

WHAT WORKS?

- For energy efficiency programs, consider giving financial rebates for the cost of an initial energy assessment or provide free or low-cost contact cooling.

"Establish a 'quick-win' at the beginning"

Long Term Sustainability: Program Model Design Guide



Worksheets, tips, and examples to guide you through:

- Evaluating and evolving your program model
- Identifying value creation and program revenues
- Creating effective partnerships
- Mapping services
- Planning for financial sustainability

Supporting Replication: Key Resources from CSCs



Expertise lies with our Grantees:

- Plethora of tools, templates, reports, guides, etc to share
- Acting as mentors/peers



EPA acts as a conduit:

- Webcasts
- Brokering peer-to-peer connections
- Synthesizing lessons learned
- Convening and Showcasing



Bonus Campaign: Rule Your Attic!

- EPA's ENERGY STAR program is planning a Fall 2015 Outreach Campaign to raise awareness of low attic insulation levels
- Looking to partner with cities, EE programs, utilities, retailers, etc- especially in areas where there are incentives for adding insulation
- Toolkits with videos, social media messaging, graphics, etc will be available



Contact Information



Andrea Denny

Local Climate & Energy Program Lead

U.S. Environmental Protection Agency
State and Local Climate and Energy Program

Lessons Learned: EPA's Climate Showcase Communities

- Between 2010 and 2015, EPA led a grant-funded program to engage 50 local communities in reducing greenhouse gas emissions.
- EPA sought input from the local community participants to develop a number of resources for other communities or local programs considering implementing a local climate or energy program. These resources are available on the [EPA Climate Showcase Communities website](#), and include:
 - [Tip Sheets](#), many around outreach and incentives for participation.
 - [Program design guide](#), focusing on long-term sustainability and cost-effectiveness.
 - [Presentations](#) on programs that can be replicated with some mentorship and partnership from established programs.

Discussion Questions

- What are some examples of national campaigns that local programs should be aware of?
- What experience has your organization had with national campaigns?
- What are the benefits to connecting to national campaigns? What are the challenges?
- Other questions/issues related to the relationship between national-scale energy campaigns and local energy efficiency programs?

Tips for Hosting a Local Event for a National Campaign

- A well-known keynote speaker or a tour of an innovative building can help attract attendees.
- Who should attend and participate?
 - Customers: local programs can help customers understand why the effort is important.
 - State/local government officials: energy efficiency/productivity is a bipartisan message.
 - Utility and regulator staff: these are the entities developing and implementing the rules; keep open lines of communication.
 - Vendors/private partners: bring a perspective that is larger than the local community; private partners can often provide sponsorship to the event.
 - Trade associations/nonprofits: engage with environmental and local business associations.
 - Banks/financial sector: investment in energy productivity and energy efficiency will come from interested financiers, an event provides an opportunity to engage the financial sector.
 - Universities/national labs, local transportation agencies, and others.

Challenge to National Campaigns: Measuring Impact

- The impact of engaging with local communities can be difficult to measure.
- For AEP 2030, it is a challenge to point to what is happening in a region and make connections back to the campaign or success from a dialogue.
- Additionally, it is not always clear what happens after an organization endorses the campaign. For a better sense of the campaign's impact, ASE is following up to gather more success stories.
- Even for grant-funded programs, measurement and verification of actual energy savings can be difficult. Utilities may ultimately not want to provide data, or programs may not have strong tracking measures in place.

Closing Poll

- After today's call, what will you do?
 - Seek out additional information on one or more of the ideas – **100%**
 - Consider implementing one or more of the ideas discussed – **0%**
 - Make no changes to your current approach – **0%**
 - Other (please explain) – **0%**

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