



SustainableWorks
Conserving Energy. Creating Jobs.

Going Deep Green: A Whole House Approach

Lessons Learned

The SustainableWorks Story

- Who We Are/Our Model
 - Accomplished
 - Lessons Learned
-
- There is NO Silver Bullet
 - What has worked for SustainableWorks may not work for you





SustainableWorks

Conserving Energy. Creating Jobs.

- Formed in 2006
- Based in Puget Sound and Spokane, WA
- Non-Profit General Contractor
- Triple-bottom Line Mission
- Community Engagement and Traditional Marketing
- Full-Service Approach Focused on Removing Barriers
- Workforce Development

Our Accomplishments:

- 2900 Homeowners Engaged
- 1630 Home Energy Audits
- 565 Completed Retrofits
- 2,700,000 kWhs Saved
- 788 Tons of Carbon Reduced Annually
- 195 FTEs Created



Lessons Learned: Building Demand

There is no Silver Bullet

- Assumption 1: If we remove the financial barriers, and make efficiency easy to access, everyone is going to want a retrofit.
- Reality: It's difficult to sell (or even give away) what people don't know they need.

Lessons Learned: Building Demand

There is no Silver Bullet

Solution: Multi-Touch Combination of Community Engagement and Traditional Marketing

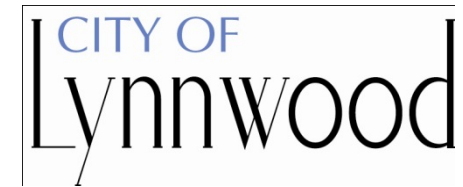


Lessons Learned: Building Demand

There is no Silver Bullet

Characteristics of an Ideal SW Community

- Percentage of Homeownership
- Percentage of Homes pre-1980
- Existing Community Capital
- Local Government Support
- Utility Support



Lessons Learned: A Full-Service Approach



Lessons Learned: Bundling

- Advantages of Bundling/Bid-Packs:
 - Marketing
 - Carbon Reduction
 - Economies of Scale
 - Maximizes Efficiencies



- Challenges of Bundling/Bid-Packs:
 - Slows Down Construction (2-4 weeks)

Lessons Learned: Financing

- Assumption: Low-interest, accessible financing will drive demand in low to moderate income populations.
- Reality: This alone does not overcome the barriers facing the housing poor.

Lessons Learned: Financing

- Zero-Percent
 - Marketing
 - \$2300 in saved interest vs \$2000 direct incentive
 - Resulted in larger contracts with the same rate of investment. Encouraged homeowners to achieve a deeper green.
- Financing: Not Just for Customers
 - Financing needs to support the contractor and the program thru retrofit completion.



Lessons Learned: Workforce

Finding the Unicorns

Assumption: Pre-existing workforce will be easily trained to meet energy efficiency program needs.

Reality: Difficult to find workers with knowledge in all the relevant trades AND with necessary soft skills.

- Auditing Energy Consultants
- Weatherization
 - » Lack of current trained workforce
 - » No formal on the job training
- Lack of the “Right” Training



Lessons Learned: Program Delivery

- Under Promise, Over Deliver
- Our Difference is Value
- Industry Standards: Energy Performance Score
- Get as Many Ducks in a Row as Possible



