



Better Buildings Neighborhood Program
Multi-Family and Low Income Peer Exchange Call:
*Using Partnerships to Drive Demand and Provide Services
in Communities*

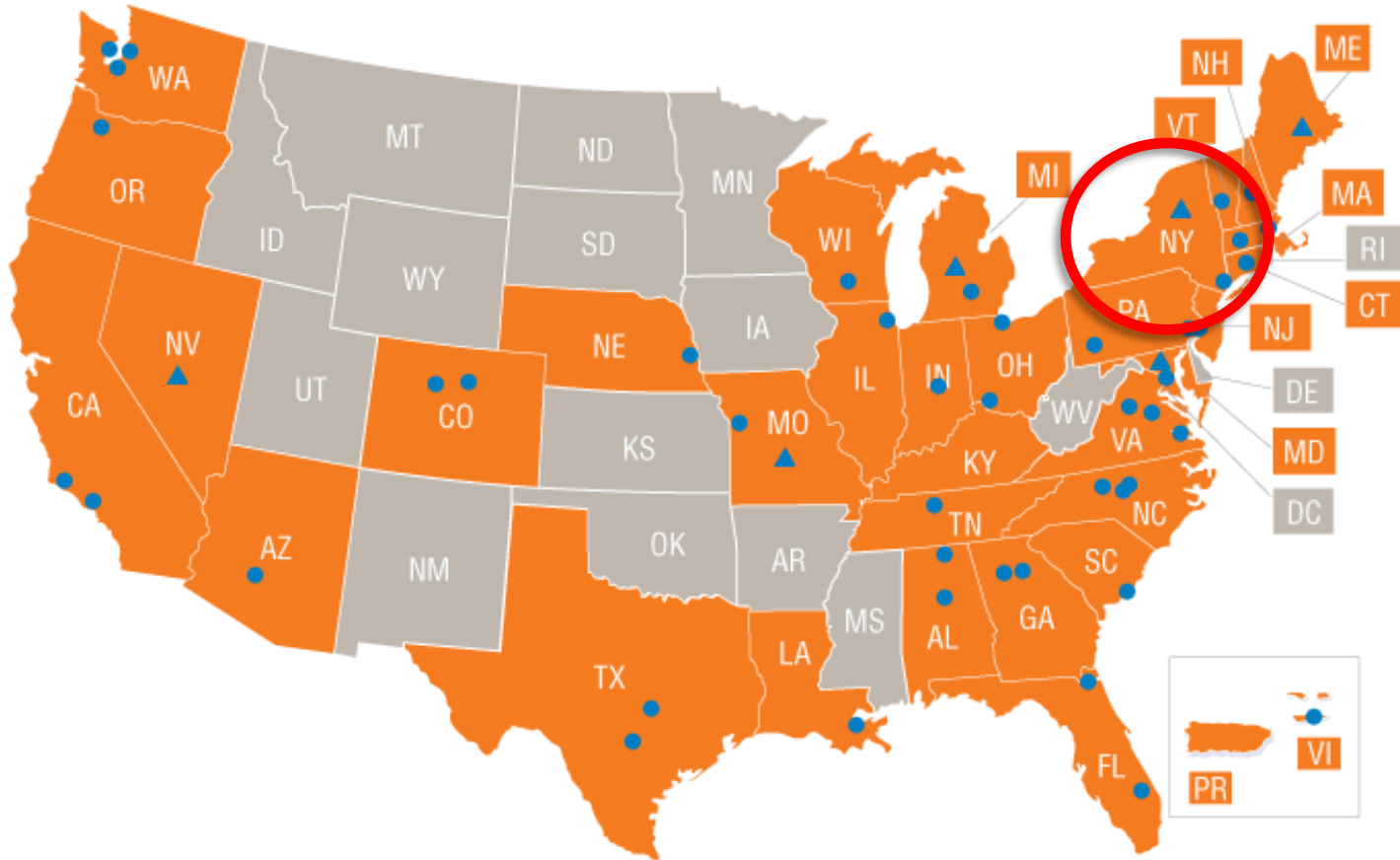
February 2, 2012

- Call Logistics and Attendance
 - What kind of partnerships does your program have for multi-family or low income outreach or service delivery?
- Program Experience and Lessons:
 - Kelvin Keraga, NYSERDA, EmPower New York
 - Jeanine Otte, CNT Energy, Chicago
 - Rosemary Olsen, Community Development Corporation of Long Island, Long Island Green Homes
- Discussion:
 - What kinds of program activities are partners delivering?
 - How do programs find effective partnerships?
 - What are some of the challenges and benefits of working with partners?
 - What do these relationships look like going forward?

Participating Programs

- Austin, TX
- Berlin, NH
- Chicago, IL
- Connecticut
- Long Island, NY
- Maine
- Michigan
- New York
- Phoenix, AZ
- Rutland County, VT
- Sacramento, CA
- Seattle, WA
- Southeast Community Consortium

EmPower New York



Partnering

Kelvin Keraga

**New York State Energy Research and
Development Authority**

February 2, 2012



Understanding Potential Partners

- **What are their program goals?**
- **How are their programs measured?**
- **Who are the people involved? What is their interest?**
- **What can they offer?**
- **What can you offer them?**

Challenges to Collaboration

- **Success of energy efficiency programs is often measured by Total Resource Cost tests (TRC) that require programs to focus primarily on energy saving measures, not health and safety**
- **Delays caused by collaboration can affect program timelines and production**
- **Addition of reporting requirements, forms and inter-program communication can affect program efficiency**
- **Liability issues may become more complex**
- **Inertia may be difficult to overcome**

The Value of Collaboration

- **Less staff time spend on outreach**
- **One-stop income documentation**
- **Fewer intrusions into the home**
- **Shared information between agencies results in more efficient services, less miscommunication**
- **Some measures may serve two purposes/ programs**
- **TRUST created with household may open the doors for multiple services**

Getting It Done

- **Create an atmosphere of mutual respect**
- **Cast a wide net: know all of the organizations that may play a part**
- **Establish clear priorities and rules**
- **Credit the supporters**
- **Avoid turf wars**
- **Use existing program procedures, paperwork etc. whenever possible; keep additions to a minimum**
- **Don't get lost in process; get it done**

Reaching out to Partners

- **Understand the existing programs: TALK to program personnel at various levels, visit websites, read Public Service Commission Orders, etc.**
- **Find out when opportunities to affect program design are in play, and advocate appropriately.**
- **Become familiar with the technical side of the work**
- **Respect procedures that are in place, even as you suggest changes**
- **Commit to procedures that allow the partner to get their work done on schedule**
- **“Soft words open iron gates”**

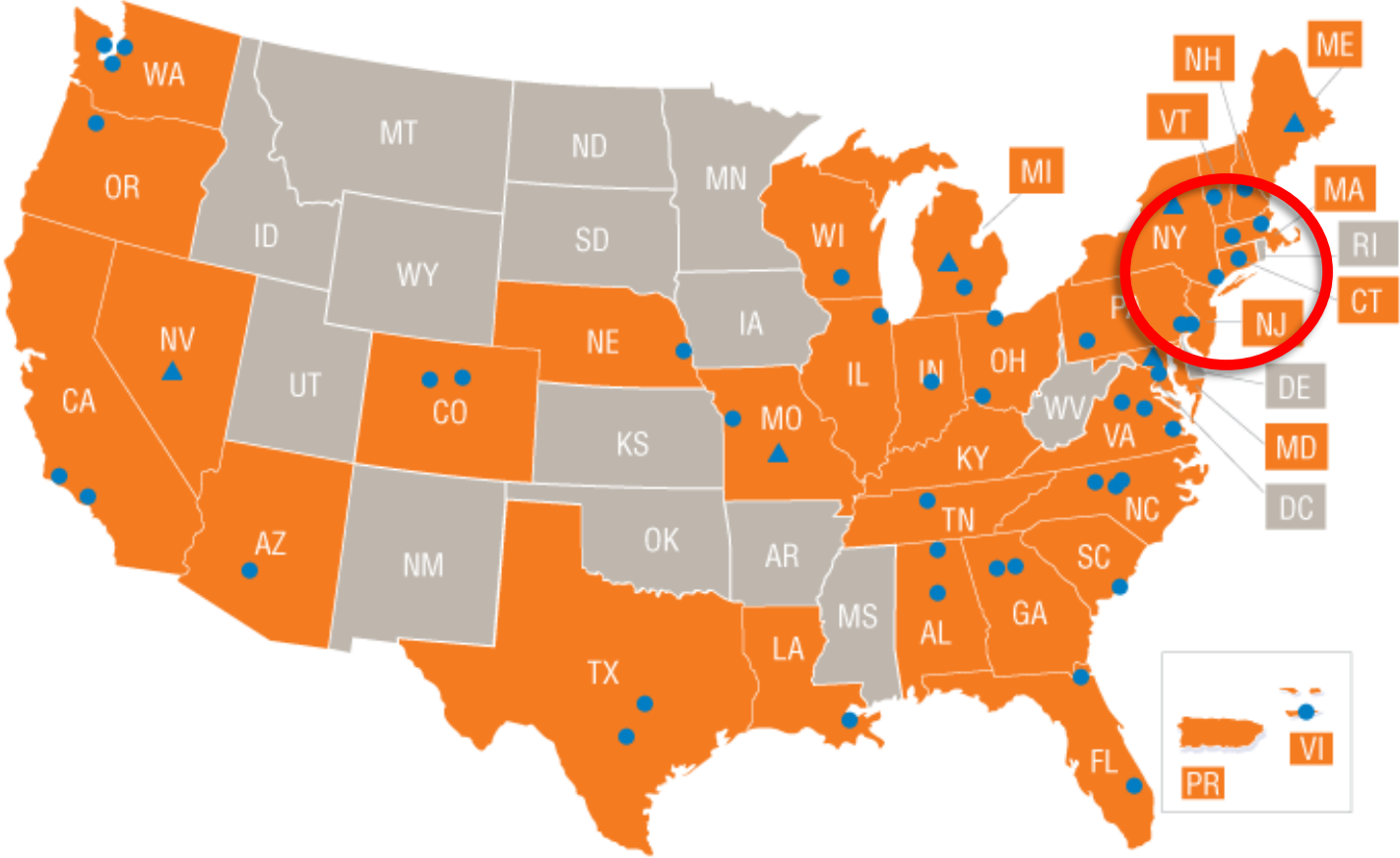
NYSERDA's Partnership Experience



- NYSERDA works with Weatherization Assistance Program (WAP) partners to provide and coordinate services.
- NYSERDA's approval process allows for use of the WAP agency's income eligibility documentation.
- Partnering can provide better services to the customer and can help multiple programs. For example, NYSERDA does not upgrade windows, but another program does. Partnering with them can provide extra energy savings they would not have achieved alone.

- Take the partner's needs into account:
 - What are their goals?
 - What are their processes?
 - What can we offer them?
- Work towards a mutual outcome (i.e, improving energy efficiency for customers)
- Coordinate other systems (i.e., use their forms instead of duplicating work)
- To address confidentiality concerns of customer information which can stall a partnership:
 - 1. have language to provide to the customer upfront to gain permission for certain information to be shared, and
 - 2. have an agreement to only share customer information in certain ways.

Long Island Green Homes



Consortium Partners Get Started Today Community Support



LONG ISLAND GREEN Homes

Most Long Islanders have already started making their homes more energy efficient, less costly to heat and cool, more comfortable and overall . . . more green.

75% of Long Island homeowners have invested in more insulation in their homes.^[1] Chances are you've already done something to save energy in your own home. Energy efficiency investments in your home more than pay for themselves and save you money for years. As energy prices rise, this investment makes even more sense. **Click on your town below to get started saving 20% on your home oil, gas and electric bills.** In one town, average energy bill savings for Green Homes participating homeowners has been **\$1,084 per year.**^[2]

**Save Money! Save Energy!
Make Your Home More Comfortable!**

Click on your town to get started:

 Babylon	 North Hempstead
 Brookhaven	 Smithtown
 Huntington	 Southampton
 Islip	 Other Long Islanders

It's easier than ever to cut your home energy bills.

Start by getting a comprehensive [Home Energy Audit](#) - it's free or at a reduced cost for most Long Islanders.

- A licensed, insured, accredited contractor will perform a comprehensive analysis of your home.
- You will get a report of the existing conditions in your house and recommended upgrades with associated costs and estimated energy savings.
- Have the energy-saving measures installed, knowing that they will pay for themselves.
- With available low-cost financing, you could have **no out-of-pocket expenses.**

Confidence Built In!

The contractor you deal with will be **accredited by the Building Performance Institute (BPI)**, the leading national standards and certifying organization for building science. Contractors must also be **approved by the New York State Energy Research and Development Authority (NYSERDA), LIPA and National Grid** before they can participate in their programs.

The savings in your energy bills will pay for the improvements to your home and continue to save money, help the environment and keep your house warm in the winter and cool in the summer for years.

<http://www.longislandgreenhomes.org/>



Long Island Energy Efficiency Programs: Income Based Programs

Quick view for practitioners

Program	Sponsor	Implementer	Income requirement	Unit type served	Measures	Cost to resident
Weatherization Assistance Program (WAP)	HCR/DOE	Community Development Corporation of Long Island, 631-471-1215 x102, www.cdcli.org/weatherization-assistance	<60% state median income	Single family homes, condos/coops, mobile homes. Multi-family buildings (with owner agreement).	Typically air and duct sealing, insulation, weather-stripping, health and safety measures. Add'l measures may be available.	None
EmPower New York	NYSERDA	CDC of Long Island	<60% state median income	Gas-heated units of types listed above	Same as above.	None
Residential Energy Affordability Partnership (REAP)	LIPA	Conservation Services Group, -800-263-6786, www.lipower.org lipa.reap@csggrp.com	<70% area median income	LIPA residential customers	Electric appliances, lighting, heating. Add'l measures may be available.	None
Assisted Home Performance (AHP)	NYSERDA	NYSERDA, 877-NYSMART http://www.nyscrda.ny.gov	<80% area median income	1-4 family residences	Typically air and duct sealing, insulation, weather-stripping, heat and hot water system upgrades, health and safety measures. Add'l measures may be available. Installed by NYSERDA Participating contracts.	Free audit. 50% subsidy on eligible measures. May be eligible for additional utility rebates. Low cost financing at 3.99% or 3.49% (with autopay), 2.99% with on-bill recovery.



Income Limits for Program Eligibility

	WAP and EmPower	LIPA REAP	NYSERDA AHP
	At or below 60% State Median Income	At or below 70% of Nassau/Suffolk Median Income	At or below 80% of Nassau/Suffolk Median Income
Size of Household	Annual Income	Annual Income	Annual Income
1	\$25,752	\$51,989	\$59,467
2	\$33,672	\$59,416	\$68,000
3	\$41,592	\$66,843	\$76,533
4	\$49,524	\$74,270	\$84,933
5	\$57,444	\$80,212	\$91,733
6	\$65,364	\$86,153	\$98,533
7	\$66,326	\$92,095	\$105,333
8	\$67,800	\$98,036	\$112,133
9	\$69,296	\$102,530	\$118,907
10	\$70,752	\$107,024	\$125,701

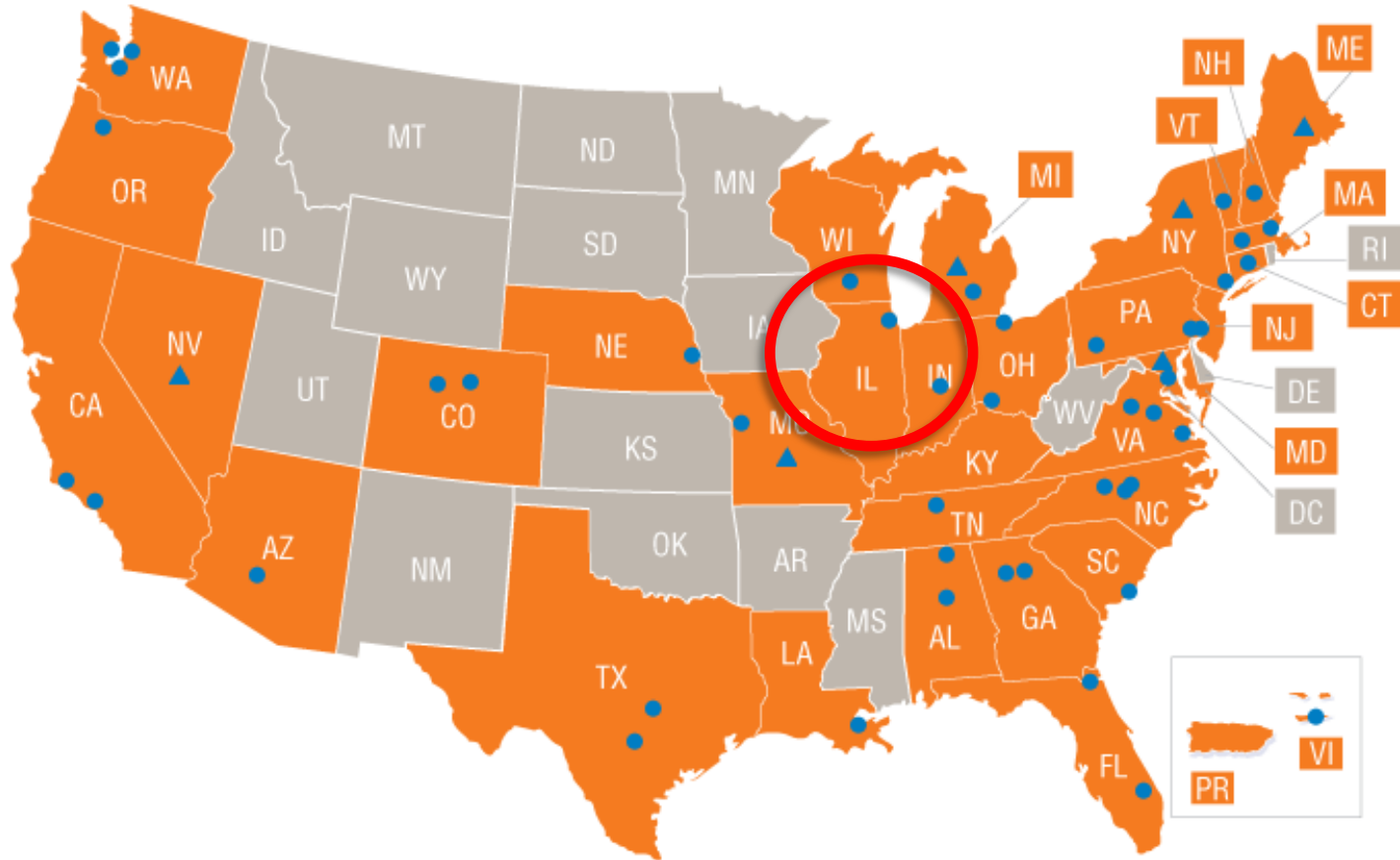
Long Island's Partnership Experience



- Long Island Green Homes (LIGH) leverages another program's financing with free and reduced cost energy audits for low to moderate income homeowners. By promoting this existing low income program, LIGH can focus more on the moderate to middle income homeowners.
- The seven towns involved in the project meet every month to share experiences.

- Cross-promote programs to provide the correct program and resources to the public.
 - The LIGH website links to each partner's website and each partner's website links to the Long Island program.
- Use innovative and available marketing techniques
 - LIGH has an e-newsletter and monthly email blasts that it sends to different environmental, energy, business, and civic organizations and colleges to promote the program. These emails include links to the other programs.
 - LIGH advertises at local energy and sustainability events, tabling at street fairs and farmer's markets, recycling brochures, public access TV (NYSERDA ad with information about availability of local support), local newspapers, reusable shopping bags, and reusable construction signs for home performance contractors.

Energy Impact Illinois



EQITY EXPRESS®

CNT 



RESIDENT-LED WORKSHOPS

With the support of Enterprise Community Partners' Green Resident Engagement program, The Community Builders (TCB) and CNT created a customized curriculum of Equity Express for the Oakwood Shores mixed-income development on Chicago's south side.

CNT trained six resident and staff leaders who then led two Equity Express six-week workshop series educating

WHAT DID THEY SAY?

"It was uplifting!"

"I will take more time to find ways to save money and live more healthy."

"Every class we left feeling better about ourselves and thinking more positive."

"I'll be saving money, cooking dinners, and cutting back on energy"

"I took out a lot of my cable channels so I can

NEWS RELEASE

Apartment Building Owners, Residents Could Save Up To \$3.4 Billion Annually with Energy Efficiency Improvements

CHICAGO (January 26, 2012): Energy efficiency upgrades in multifamily buildings could save building owners and residents up to \$3.4 billion nationwide, according to a report released today by CNT Energy and the American Council for an Energy-Efficient Economy (ACEEE). ...

Engaging as Partners in Energy Efficiency: Multifamily Housing and Utilities
(<http://aceee.org/research-report/a122>)

- For direct education and engagement programs, find a point person on the ground as early as possible.
 - The program partnered with a non-profit housing development organization. The administrative assistant on site interacts with residents and engages them to sign up for workshops when they come in to pay their rent every month.
- Partner with utilities that can co-deliver some services and cross-promote programs to gain significant savings.
 - The multi-family housing sector is an underserved market with opportunities for savings. Utility companies are looking to save energy.
 - Utilities may not have resources to do this project by themselves, so partnering can provide expertise and personnel resources.
- Sometimes partnerships can slow things down. Chicago experienced delays in communication, mainly due to organizational bureaucracy.

Potential Future Call Topics

- IT Tools for Multi-family Building Project Tracking
- Strategies to Address Split Incentives in Multi-family Buildings
- Multi-family Assessment Strategies and Tools
- Moving Low-Income and Multi-family Customers from Audits to Upgrades
- Using Social Media for Outreach