



Better Buildings Residential Multifamily/Low-Income Peer Exchange Call Series: *Outreach to Multifamily Landlords and Tenants*

Call Slides and Discussion Summary
May 8, 2014

Agenda

- Call Logistics and Introductions
- BBRN and Peer Exchange Call Overview
- Featured Speakers
 - Dan Curry – Clean Energy Durham
 - Jaime Gomez and Brian Kennedy – Austin Energy
- Discussion
 - What approaches have you tried to reach out to landlords? To reach out to tenants? What approaches were effective?
 - Did your organization try any outreach strategies that did not work? Why were they not effective?
 - What makes outreach to multifamily landlords and tenants different than outreach to single-family homeowners?
 - What obstacles or challenges are unique to multifamily landlord and tenant outreach?
- Future Call Topics Poll

Call Participants

- Austin Energy
- Build It Green
- Clean Energy Durham
- Efficiency Nova Scotia
- Elevate Energy (Energy Impact Illinois)
- Energy Programs Consortium (New York)
- International Center for Appropriate & Sustainable Technology (ICAST)
- Maryland Dept. of Housing and Community Development (Be SMART Maryland)
- Midwest Energy Efficiency Alliance (MEEA)
- New York State Energy Research and Development Authority
- Natural Resources Defense Council
- Populus (Boulder, Colorado)
- Richmond Region Energy Alliance
- Summerhill Group
- Wisconsin Energy Conservation Corporation (WECC)
- Washington State University Energy Program

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

The screenshot shows a Firefox browser window displaying the Home Energy Pros website. The address bar shows the URL: homeenergypros.lbl.gov/groups/group/show?groupUrl=better-buildings-residential-network. The page features the Better Buildings logo (U.S. DEPARTMENT OF ENERGY) and a description of the network. A 'Members (39)' section displays a grid of member avatars. The 'Discussion Forum' contains three posts with titles like 'Show Your Customers How Much You Love Energy Efficiency' and 'Invite Your Colleagues to Join Home Energy Pros'. A 'Latest Activity' section shows recent group joins. The right sidebar includes 'Home Energy Pros' information, 'Social Media and Energy Efficiency' tips, and 'Home Energy Ratings' details. The bottom of the page shows a 'Main Room' chat window with 5 members online.

Better Buildings
U.S. DEPARTMENT OF ENERGY

The Better Buildings Residential Network connects energy efficiency programs and partners to share best practices and learn from one another to dramatically increase the number of American homes that are energy efficient.

Website: <http://betterbuildings.energy.gov/bbm>
Members: 39
Latest Activity: 6 hours ago

Join the conversations in the discussion forum below. 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

Discussion Forum

Show Your Customers How Much You Love Energy Efficiency
Valentine's Day is February 14. Is your organization celebrating the day with any thematic marketing campaigns? If you are looking for tips on using events to garner program interest, check out the Peer Exchange Call from November 2013, "Leveraging Holidays and Other Events."
[Continue](#)
Started by Better Buildings Support 6 hours ago.

Invite Your Colleagues to Join Home Energy Pros
We look forward to your participation in the Better Buildings Residential Network group. If you haven't already, [invite your colleagues](#) to join the conversation too.
[Continue](#)
Started by Better Buildings Support on Tuesday.

Help Your Customers Understand Heating Systems With Infographic
DOE's latest [Energy Saver 101 infographic](#) helps you share with your customers everything they need to know about home heating—from how heating systems work and the different types on the market to what to look for when replacing a system and proper maintenance....
[Continue](#)
Started by Better Buildings Support Jan 31.

Attend "Overcoming Persistent Barriers to Energy Efficiency in Multifamily Housing through Partnerships" Webinar
DOE's Technical Assistance Program is hosting a webinar addressing how through partnerships state energy offices can play a key role in enhancing and supporting

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

Elizabeth Snyder joined James Sayers's group

Social Media and Energy Efficiency
Tell us how you reach customers, contractors and others using online social media.
[See More](#)
52 minutes ago
19

Elizabeth Snyder joined Evan Mills's group

Home Energy Ratings
Calculating them; visualizing them; explaining them; selling them ... there is a lot to discuss...
[See More](#)
52 minutes ago
9

Elizabeth Snyder joined Diane Chojnowski's group

Members (39)

[Follow New Members](#)

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Pages (13)

[Tools](#)
[Better Buildings Network](#)
[View](#)
[Peer Exchange Call Schedule and Archive](#)
[Peer Exchange Archive:](#)
[Market](#) [Main Room](#)

Members Online (5)

Peer Exchange Call Series

- There are currently 6 Peer Exchange call series:
 - Data & Evaluation
 - Financing & Revenue
 - Marketing & Outreach
 - Multi-Family/ Low Income Housing
 - Program Sustainability
 - Workforce/ Business Partners
- Calls are held the 2nd and 4th Thursday of every month at 12:30 and 3:00 ET
- Upcoming calls:
 - May 8, 12:30 ET: Program Sustainability: Voluntary Initiatives
 - May 8, 3:00 ET: Multi-Family/Low-Income: Outreach to Multi-Family Landlords and Tenants
 - May 22, 12:30 ET: Data & Evaluation: BBRN Member Reporting
 - May 22, 3:00 ET: Financing: Project Performance Relative to Loan Performance
- Send call topic ideas or requests to be added to additional call series distribution lists to peerexchange@rossstrategic.com.

**Outreach to Multifamily Landlords and
Tenants Lessons Learned:
Dan Curry, Clean Energy Durham**

Clean Energy Durham: “Pete Street” Program

- Neighbor to neighbor community engagement:
 - There’s a “Pete” on every street who is willing to share energy savings tips with his neighbors.
 - Identify a Pete in each community and have that person spread information.
- Clean Energy Durham offered 1.5-hour community workshops.
- A partnership with the local utility company allowed the program to access billing data for program evaluation.
- Over one year of the program in Warren County, NC, residents who attended a community engagement workshop reduced electrical use by 7.5% on average compared to residents who did not attend.
- Residents who attended a hands-on workshop experienced 17% more energy savings.

Clean Energy Durham: Lessons Learned

- Moving residents from simple engagement, to attention, and then to action is a challenge.
 - Solution: Provide low-cost or no-cost tools that reduce bills and allow residents to live more healthily and comfortably in their homes.
- Program was “opt-in” with no certification fees or application.
 - Removed barriers to participation, but information obtained about participants was limited.
- Self-reported energy savings were less significant than billing data showed.
 - Difficult to capture small changes in energy saving behavior occurring around the home in follow-up surveys.

Clean Energy Durham: Lessons Learned (Cont.)

- Most public housing units have a monthly community service requirement for residents.
 - Residents who participated in workshops earned community service credit.
- Multifamily tenants spend a large percentage of their revenue on housing, increasing their motivation to save money on energy.
- Low-income residents enjoyed telling neighbors what they had learned at workshops.
- Residents didn't know how their energy usage compared to neighbors.
- Leasing managers with smaller portfolios were more interested in energy saving solutions for residents.
- Leasing managers are motivated by tenant retention.
- Meet renters where they are for workshops (i.e., hardware stores, churches, residential homes)—don't expect them to come to you.

Outreach to Multifamily Landlords and Tenants Lessons Learned: Austin Energy

Austin Energy: Lessons Learned

- Austin Energy started a multifamily program by marketing rebates for water saving devices to property owners.
 - Owners pay for water; the savings impacted their bottom line.
- Solar screen rebates were also successful because the screens not only reduced energy costs, but also enhanced the look of the property.
- Bundled rebate programs were successful; these cover EnergyStar appliances that were not included under a single rebate offer.
- Under a bundled program, residents received upgrades at one time, limiting interruptions with each upgrade.
- Postcards were a successful way to market the program to properties.

Discussion: Outreach to Multifamily Landlords and Tenants

- What approaches have you tried to reach out to landlords? To reach out to tenants? What approaches were effective?
- Did your organization try any outreach strategies that did not work? Why were they not effective?
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Discussion: Making the Case for Multifamily Property EE Upgrades

- Energy savings benefits from EE programs don't offer as large of a draw to landlords because residents foot the energy bill.
- **Non-energy benefits:**
 - Leasing managers can advertise energy efficiency amenities to residents in property listings.
 - Energy savings to boost tenant retention.
 - Resource from Elevate Energy on the benefits of multifamily energy efficiency improvements beyond energy savings: http://www.elevateenergy.org/wp-content/uploads/Preserving_Affordable_Multifamily_Housing_through_Energy_Efficiency_Final_2.18.14.pdf

Future Call Topics Poll

- Which of the following topics, if any, are of interest for future Multifamily Peer Exchange calls?
 - Energy efficient, cost-effective affordable housing— **78%**
 - Financing large multifamily projects—**50%**
 - How to be paid to do energy audits for HUD multifamily buildings—**30%**
 - Air quality and safety in Multifamily upgrades—**10%**
 - Other ideas: *Working with small multifamily properties (<4 units) or shared homes where the owner occupies the building and rents out extra rooms.*

If you would like to share your experiences on a call or have other ideas for a call topic, contact peerexchange@rossstrategic.com