



**Better Buildings Residential Network
Peer Exchange Call Series: *Shark
Tank: Residential Energy Efficiency
Edition***



Call Slides and Discussion Summary

June 11, 2015

Agenda

- Introduction and Better Buildings Residential Network Overview
- Call Format
- Get to Know the Sharks
 - Kerry O'Neill, Managing Director, Residential Programs, CT Green Bank (formerly with Connecticut Neighbor to Neighbor Energy Challenge)
 - Dana Fischer, Residential Program Manager, Efficiency Maine
 - Denee Evans, CEO, Council of Multiple Listing Services (formerly with EnergyFit Nevada)
- Contestants:
 - Kelsey Horton, Senior Program Associate, Midwest Energy Efficiency Alliance
 - Craig Savage, Co-President, Building Media Inc.
 - Selma Tucker, Director of Marketing and Communications, Public Sector Consultants
- Audience Poll--Vote on the Pitches
- Shark Ranking and Advice
- Closing Polls and Wrap-up

Call Participants

- Arlington County, VA
- Boulder County, CO
- Building Media, Inc.
- Building Performance Alliance
- Building Performance Institute
- California Energy Commission
- City and County of Denver
- City of Chula Vista
- City of Holland
- City of Providence
- Climate Solutions
- Community Housing Partners
- Council of Multiple Listing Services
- CT Green Bank
- Duke University
- Ecolibrium3
- Efficiency Maine
- Efficiency One
- Efficient Windows Collaborative
- emPower
- Central Coast Energy Efficiency Specialists, LLC
- Environmental Design / Build
- Greenline Wx
- Hacienda Community Development Corporation
- Holy Cross Energy
- Honeywell
- ICAST
- Maryland Department of Housing and Community Development
- Midwest Energy Efficiency Alliance
- MPower Oregon
- New York State Energy Research and Development Authority
- OptiMiser
- PECO- An Exelon company
- Pure Eco
- ResiSpeak
- Rocky Mountain Institute
- San Francisco Department of Environment
- Snohomish County PUD
- Sonoma Clean Power
- Spirit Foundation
- The Environmental Center
- The Oberlin Project
- Vermont Energy Investment Corporation

Call Participant Locations



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>

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:
 - **June 11, 3:00 ET:** Leveraging Seasonal Opportunities for Marketing Energy Efficiency
 - **June 25, 12:30 ET:** Creative Financing Approaches for Residential Energy Efficiency Programs
 - **June 25, 3:00 ET:** Strengthening the Front Lines: Sales Training and Continuing Education for Contractors
 - **July 9, 12:30 ET:** Social Media and Messages that Matter: Top Tips and Tools
 - **July 9, 3:00 ET:** The Dog Days of Summer: Capitalizing on the Pet Market
- Send call topic ideas to peerexchange@rossstrategic.com.

Shark Tank!



Shark Tank Format

- Each contestant will give a 3 minute pitch
- Sharks will ask questions
- Audience will ask questions—please chat them in via the “Questions” box

After all of the pitches...

- Audience will rank pitches via poll
- Sharks will give their ranking, explanation, and advice

Getting to Know the Sharks



Kerry O'Neill
Managing Director, Residential Programs, CT Green Bank



Dana Fischer
Residential Program Manager, Efficiency Maine



Denee Evans
CEO, Council of Multiple Listing Services

Pitch 1: Contractor Field Mentoring



Kelsey Horton, Senior Program
Associate, Midwest Energy Efficiency
Alliance

Pitch 1: Contractor Field Mentoring Details

- Pitch: Focus contractor training resources on on-site mentoring with a BPI-certified trainer working alongside contractors during site visits
- Benefits:
 - Cost-effective: programs often use too much of their funds on traditional contractor training—and contractors have to take time off work to attend
 - Convenient: trainings can be for a date and location of contractors' choosing
 - Value-add for customers: BPI-certified trainers interact with homeowners and set a good example
 - Customized: mentoring can focus on contractors' specific questions and needs
- Timing:
 - Pilot efforts would be over 10 months, starting in August and ending in May; normally slow months of June and July could be used for evaluation
- Resources
 - Would not require new staff; the time normally spent coordinating traditional training could be used to coordinate mentoring
 - Program pays full cost (\$400) of one mentoring session and half of a second session
 - Total budget: \$20,400 to mentor 34 contractors throughout state of Illinois

Pitch 1: Shark Q&A

- Q: What are metrics of success?
 - A: Number of reported quality assurance issues and contractor feedback (e.g., on quality of mentoring, contribution to business success, etc.)
- Q: Would this also include mentoring on sales techniques and quality customer experience?
 - A: It would include mentoring on sales and customer service. It would not include mentoring on “back office” business topics
- Q: Regarding the 34 contractor companies, what is the size range? Do they already have someone that is BPI-trained?
 - A: They range from small family businesses to quite large businesses – all in home performance. They all have at least one BPI-certified staff member because it is a requirement of the program
- Q: Do you currently conduct BPI inspections of completed projects within the program? Do you do QA/QC?
 - A: Yes, we have a tiered approach, which focuses on inspections and QA/QC of a high percentage of jobs initially and then declines to 5% over time

Pitch 1: Shark Q&A, cont.

- Q: Have you put this idea out to your contractor base and gotten their thoughts?
 - A: No, but we would do this before launching such an effort
- Q: Would you integrate this effort with your existing QA/QC process?
 - A: We would keep them separate—at least for the first year
- Q: Would contractors volunteer or would they all have to participate?
 - A: Participation would not be required, but it would be presented as an extra benefit that provides individualized training (which is why the first session would be paid for by the program)
- Q: What kinds of things would mentoring cover?
 - A: It would cover all of the customer-facing aspects of the assessment and follow-up. It would not cover program-related topics, such as how to do the paperwork, etc.

Pitch 2: Siding and Air Sealing



Craig Savage, Co-President, Building Media Inc.

Pitch 2: Siding and Air Sealing Details

- Pitch: Through the Reside-Tight program, leverage home re-siding projects to air seal homes, primarily by ensuring that water barriers act as air barriers
- Benefits:
 - Leverages large home residing market to encourage energy efficiency improvements; provides new service offering for contractors
 - Opportunity to incorporate into existing programs, such as Home Performance with Energy Star
 - Introduces quality assurance into re-siding, which increases customer confidence
 - Proven strategy: Tested in 15 New Jersey homes, it was shown to reduce energy use 17% to 38% resulting in savings of \$250/year on average—with a payback of 6 years

Pitch 2: Shark Q&A

- Q: Have you considered doing a larger study? 15 homes doesn't seem like very many, especially if there are regional differences.
 - A: Absolutely, I would love to get other partners to sign on or help with pilots
- Q: How would you get the work get done?
 - A: It could be implemented through Home Performance (HP) contractors that exist today, but we see this as a way to take thousands of residing contractors and ease them into the HP path as well. This would help them differentiate their businesses
- Q: Would this approach work for installing insulation during residing as well?
 - A: The opportunity is there, but we need to study it more
- Q: What kind of assurance would there be that the techniques would be applied properly if the work is under the siding and no one can see it?
 - A: We would establish parameters and standards. We could test the results by using before and after blower door tests

Pitch 2: Shark Q&A, cont.

- Q: What would be the extra cost and time?
 - A: We offered \$1,000 to contractors to do it. A serious effort requires an increase in hours to control the quality of the work
- Q: Do geographic differences matter?
 - A: Our focus has been the northeast. Vinyl siding offers the best opportunity. As you move west, you get more stucco.
- Q: Why siding? Why not other home improvements like roofing?
 - A: There is probably a similar opportunity in roofing, but we didn't get to that

Pitch 3: Energy Excellence Awards



Selma Tucker, Director of Marketing and
Communications, Public Sector
Consultants

Pitch 3: Energy Excellence Awards

- Pitch: Give high-level recognition to organizations undertaking energy efficiency upgrades through Governor's Energy Excellence Awards
- Benefits:
 - Broad public exposure to energy efficiency: annual events could move around the state or region
 - Engages stakeholders through steering committee to select categories and identify candidates (winners chosen by the Governor)
 - Offer varied types of recognition: for example, best communicator, contractor of the year; innovator of the year, etc.
- Resources:
 - \$35K for first year
 - Sponsors fund ceremony and awards
 - Program donates labor hours

Pitch 3: Shark Q&A

- Q: Have you thought about social media or an online platform for outreach?
 - A: Yes. This would be particularly valuable in the start-up phase
- Q: Do you already have good relationships with media outlets around the state or would you need to develop that?
 - A: We have good relationships on both the energy and policy side; we can really leverage our media connections
- Q: Have you considered starting with a regional approach that would culminate in state-wide event?
 - A: Yes. The steering committee would have to be geographically diverse to make it work. We would need people on the ground to ensure we were bringing in the best of the best for awards
- Q: What would be the total number of awards and committee members?
 - A: The total number of awards is 8. There are 12 committee members
- Q: How would you solicit the companies eligible for the awards?
 - A: Through a nomination form spread via media. For some sectors (e.g., agriculture) we may need to rely on targeted outreach by the steering committee

Pitch 3: Shark Q&A, cont.

- Q: What is the end goal in recognizing 8 companies out of thousands of candidates?
 - A: Our hope is to create prestige and excitement around doing energy efficiency. We understand it is not as sexy as granite countertops and big screen TVs, but it should be something to strive for over time (which is why it is important to make it an annual event)
- Q: Have you surveyed to see if other similar awards are out there?
 - A: Several organizations on the steering committee have awards of their own (in many cases they are regional awards). A key differences is that we would have the Governor lead the award ceremony
- Q: Did you consider announcing finalists and then having the community vote on these for the top award? Do you think this would create more awareness and community support?
 - A: That is a fantastic idea. Maybe we couldn't do it the first year, but we would certainly consider it. We would probably have to get a background check on finalists before they were announced.

Pitch 3: Shark Q&A, cont.

- Q: Why would you have the Governor choose the finalists rather than the steering committee?
 - A: The Governor gives it more gravitas. Operationally, the steering committee would give a recommendation to the Governor
- Q: What would be your pitch to Governor?
 - A: I would say: When you champion a policy like this you create a culture of celebrating really good work and you ensure that energy efficiency is top of mind for people

Audience Poll #1 Results

- If you were an Executive Director and had budget to pursue one of these ideas, what would it be? (Pick-one)
 - Selma Tucker: Energy Excellence Awards – **39%**
 - Craig Savage: Siding and Air Sealing – **32%**
 - Kelsey Horton: Contractor Field Mentoring – **29%**

Shark Ranking and Explanation – Kerry O’Neil



- I would choose the recognition awards.
 - I like the multi-year platform, thinking about regional aspects, social media, and having mid-year events
- The contractor training idea is a close second.
 - It has a lot of potential but maybe just needs to be developed a little more
 - I would focus budget on contractors who might need it most and also think about peeling off a little budget for general consulting services that contractors could access
- Combining siding and air sealing was my favorite idea, but I didn’t feel like it was ready for prime time for program dollars.
 - I would recommend a larger pilot to test the concept

Shark Ranking and Explanation – Dana Fischer



- My top idea was recognition awards
 - It gives the biggest bang for a small investment
 - I would think about having 100 awards with 10 winners in each category. If you have too small a number you alienate people and can't get a regional feel; the party ends up being small
 - I would invite all 100 winners to come together, which would get more media
- On contractor mentoring, most contractors are already good at building science, particularly if they have BPI-certified people on staff
 - I would be worried about interrupting work on-site
 - For my program, we hired trainers to work with contractors on customer service and sales training, which is what I recommend
- I have no doubt combining siding and air sealing is a great opportunity
 - I would incorporate insulation—even a small amount of insulation makes a huge difference

Shark Ranking and Explanation – Denee Evans



- My first choice would be recognition awards to raise awareness about energy efficiency
 - I agree that it would be good to make more awards--or consider identifying 3 finalists in each of the 10 categories and then announcing the winners at the final event
- For contractor mentoring, it would be important to figure out how to message the opportunity so contractors don't feel like you are telling them they need training
- The concept of combining siding and air sealing is good but it doesn't feel like it is quite ready for program implementation

Audience Poll #2 Results

How did you like the Shark Tank format of today's call?
(Pick one)

- Fantastic! Do more! – **52%**
- Not too bad – **48%**
- Terrible! Never do it again! – **0%**
- Other (please explain) – **0%**

Audience Poll #3 Results

Which of the following would be the best basis for an infographic to help market a residential energy efficiency program and its benefits?
(Pick one)

- **PROBLEMS – SOLUTIONS**: House graphic with common problems and corresponding energy efficiency measures that get the most energy & monetary savings, comfort, and health benefits – **52%**
- **REAL ESTATE**: Illustrate the value energy efficiency has on home sales and savings over the lifetime of home ownership – **24%**
- **HEALTH**: Show energy efficiency's impact on common indoor air quality issues, asthma, mold, & allergies – **24%**
- **KIDS**: Illustrate potential issues from homes, such as indoor air quality issues, asthma, mold, & allergies, on kids and benefits from energy efficiency upgrades – **0%**
- **OTHER** (Please chat in) – **0%**

Audience Poll #4 Results

Which of the following would be the best basis for an infographic to help market a residential energy efficiency program and its benefits?
(Pick one)

- **FINANCIAL PLANNING**: Communicate the value of including residential energy efficiency investments into financial plans resulting in comfortable, healthy retirement plans – **40%**
- **QUALITY**: Trust residential energy efficiency work that is subject to a rigorous quality assurance system – **24%**
- **CONFIDENCE**: Trust qualified contractors to do work as opposed to hiring someone who doesn't demonstrate any credentials – **20%**
- **PETS**: Illustrate how energy efficiency upgrades make family pets comfortable and enjoy better indoor air quality, especially when home alone during the day, and during extreme weather – **8%**
- **OTHER** (Please chat in) – **8%**

Thank you!

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