

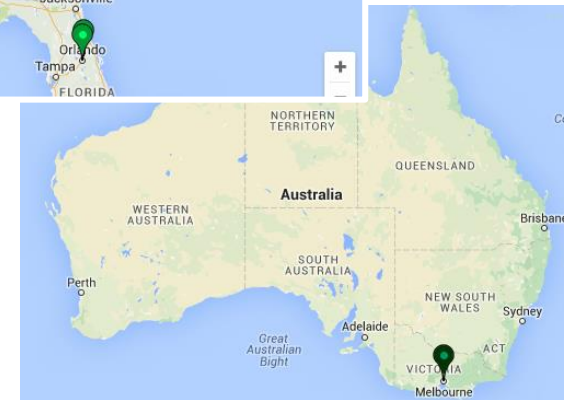
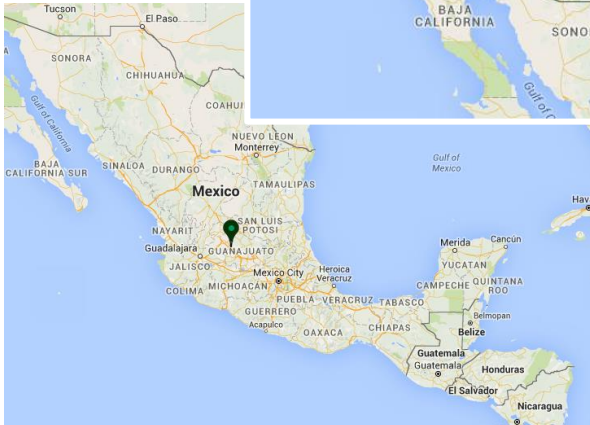
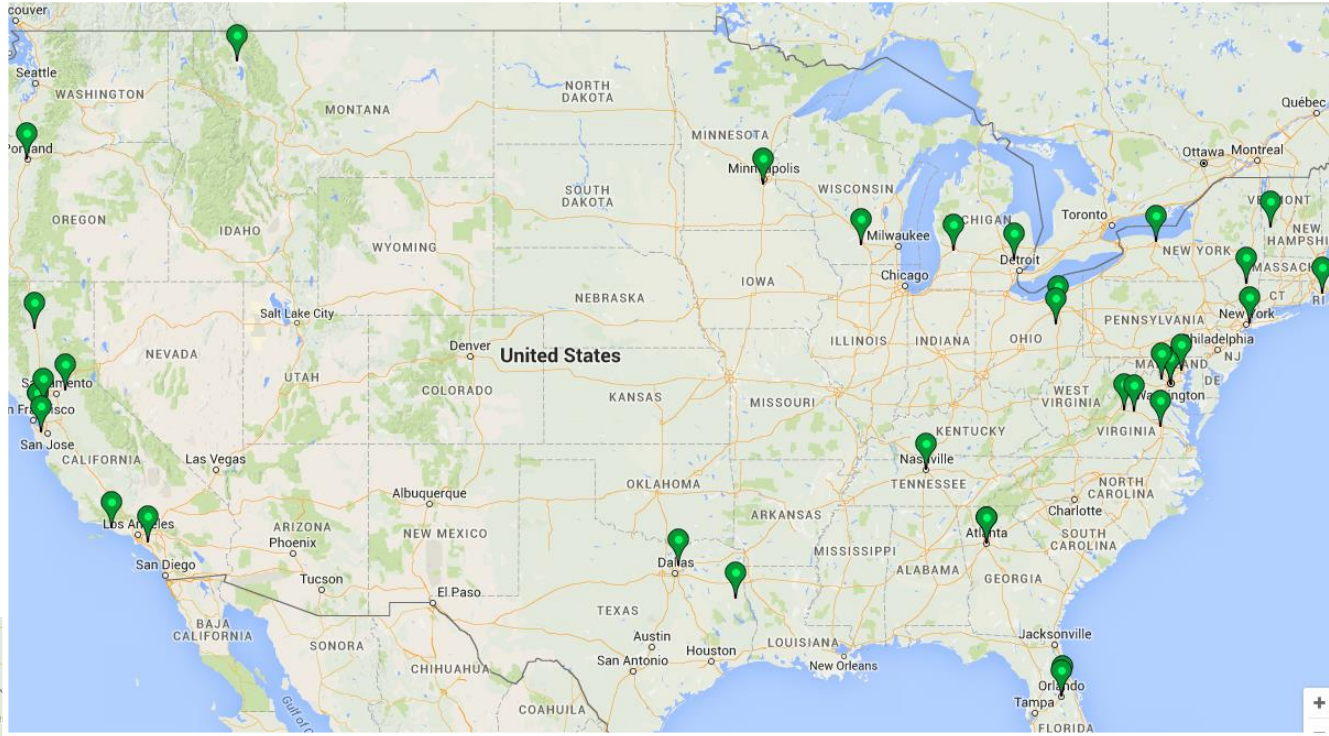


**Better Buildings Residential Network Peer
Exchange Call Series: *Rainbows and
Leprechauns: Finding Gold in Partnerships
(101)***

March 17, 2016

Call Slides and Discussion Summary

Call Registrant Locations



Call Participants – Network Members

- CalCERTS, Inc.
- Center for Sustainable Energy
- City of Plano
- Energy Efficiency Specialists, LLC
- Environmental Design / Build
- Fujitsu General America
- Home Energy Analytics, Inc.
- NeighborWorks of Western Vermont
- Research Into Action
- Wisconsin Energy Conservation Corporation (WECC)

Call Participants – Non-Members

- Chhaya CDC
- City
- City of Akron
- City of Bloomington
- Civic Works - Baltimore Energy Challenge
- D3G
- EfficiencyOne
- Efficient Windows Collaborative
- Flathead Electric Cooperative
- FMC Facility Management Consultores
- Groundswell
- Hill Group, LP
- Johnson A/C
- Nwec
- Oakland Livingston Human Service Agency
- Parker Interests Unlimited
- Plant Vogtle
- Ryan Taylor Architects
- Ryan Taylor Architects, LLC
- Solar Habitats, LLC
- SparkFund
- Tennessee Valley Authority
- UCCAC
- Ventura County Regional Energy Alliance
- XLR8SUN

Agenda

- Agenda Review and Ground Rules
- Opening Poll(s)
- Brief Residential Network Overview
- Featured Speakers
 - Becca Bakre, [Baltimore Energy Challenge](#) (*Network Member*)
 - Liz Robinson , [Energy Coordinating Agency](#)
 - Pamela Wellner, [Center for Sustainable Energy](#) (*Network Member*)
- Discussion
 - What types of organizations are programs partnering with and why?
 - How does your program assess (or reassess) potential partners?
 - What lessons does your program have to share for initiating partnerships?
 - What lessons does your program have to share for sustaining partnerships over time?
- Closing Poll(s) and Upcoming Call Schedule

Opening Poll

- Which of the following best describes your organization's experience with partnering with other organizations/groups?
 - Some experience/familiarity - **42%**
 - Limited experience/familiarity - **32%**
 - Very experienced/familiar - **21%**
 - Not applicable - **5%**

Better Buildings Residential Network

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

Membership: Open to organizations committed to accelerating the pace of home energy upgrades.

Benefits:

- Peer Exchange Calls 4x/month
- Tools, templates, & resources
- Recognition in media, materials
- Speaking opportunities
- Updates on latest trends
- Voluntary member initiatives
- Residential Program Solution Center guided tours

Commitment: Provide DOE with annual number of residential upgrades, and information about associated benefits.

For more information or to join, energy.gov/eere/better-buildings-residential-network/join

Best Practices:
Baltimore Energy Challenge
Becca Bakre



BALTIMORE
ENERGY CHALLENGE

Building
Better
Partnerships

Partnership Tiers



Community Partnerships

Energy Captain Program

231 ACTIVE ENERGY CAPTAINS



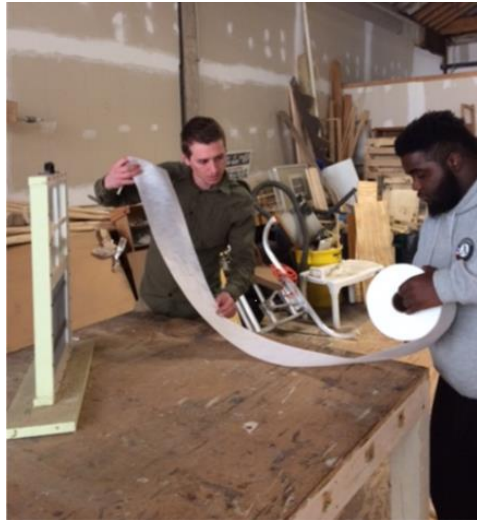




Neighborhood Associations

HUNDREDS OF COMMUNITY ASSOCIATIONS
THROUGHOUT BALTIMORE CITY

HIGHLIGHT PARTNER: The CARE Community



Colleges & Universities

HIGHLIGHT PARTNER: Morgan Community Mile

7500th HOME CELEBRATION

SOLAR LAUNCH



Businesses & Non-Profits

BALTIMORE TOOLBANK, AMAZING SPIRAL

400 BUSINESSES CONNECTED TO OTHER

BUSINESSES SAVINGS



Agency Partnerships

Community Action Centers

31,000 KITS DISTRIBUTED KITS TO DATE



Baltimore City Public Schools

HIGHLIGHT PARTNERS: Green,
Healthy, Smart Challenge Grant
Program and Baltimore City
Public Schools Green Schools
Coordinator

12,881 STUDENTS REACHED IN
FY2015



Weatherization Program

500 HOMES IN PARTNERSHIP WITH
BALTIMORE CITY'S WEATHERIZATION
PROGRAM



Capital Partnerships

Baltimore Office of Sustainability



Corporation For National and Community Service



Baltimore Community Foundation



Abell Foundation



Civic Works



Other Major Partnerships

HEALTHY NEIGHBORHOODS, INC.

INTERFAITH POWER & LIGHT

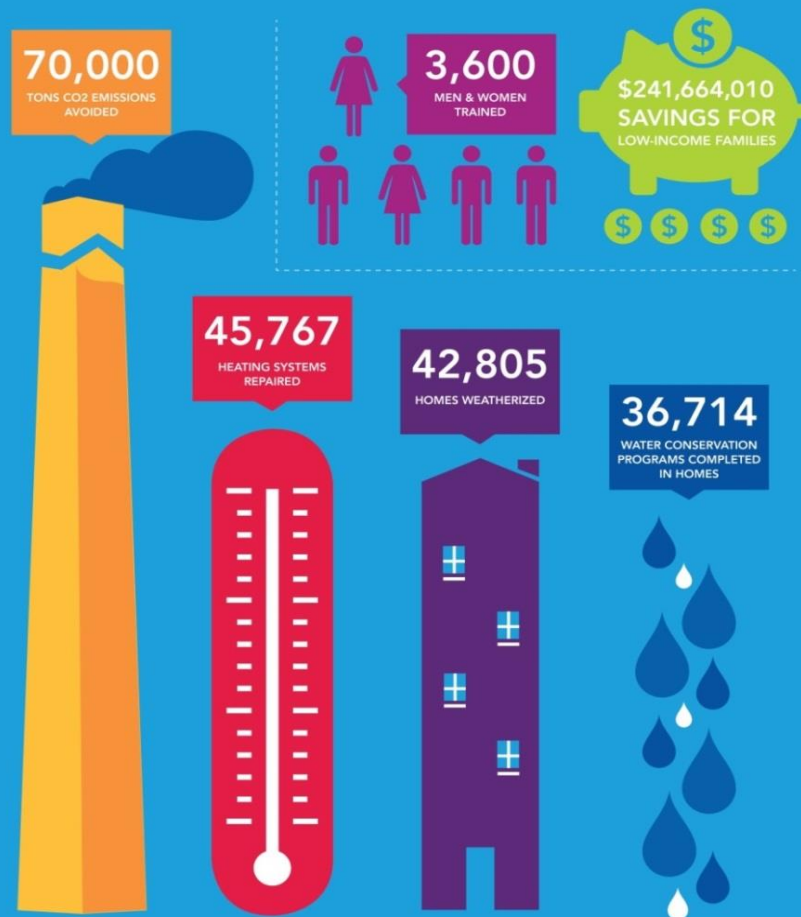
Presentation Highlights: Baltimore Energy Challenge

- **Partner with the community** through incentives, education, and resources; programs can increase impact by turning residents into representatives.
 - Neighborhood association partnerships can help to build trust within a community.
- **Programs can extend their reach through partnerships.** Baltimore Energy Challenge has met 50% of their 15,000 home goal--7,500 homes--through partnerships.
- **Train and equip partners with resources.** Baltimore Energy Challenge partners with Community Action Centers to distribute home upgrade kits.
- **Ensure consistency in messaging** through scheduled check-ins. Share both challenges and success to try and improve the communication and meet with partners when goals or pace change.

Program Experience:
Energy Coordinating Agency (ECA)
Liz Robinson, Executive Director

Energy Coordinating Agency of Philadelphia

ECA'S IMPACT



ECA was founded in 1984 to:

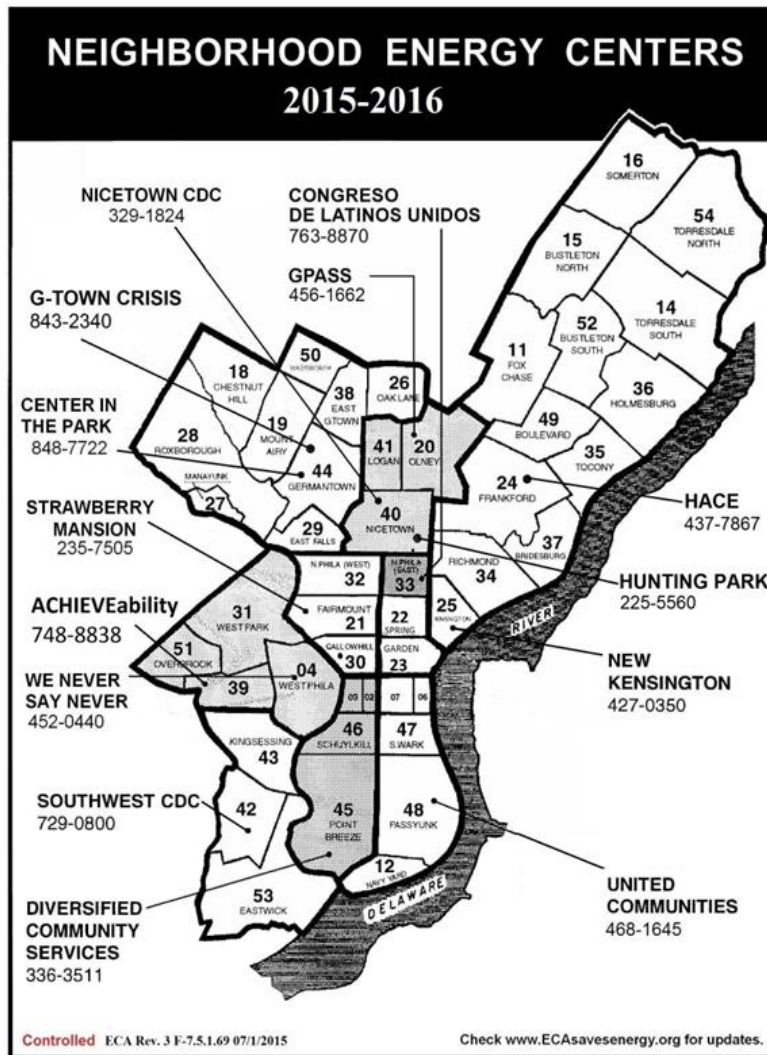
- Help people save energy and to promote a more sustainable and socially equitable energy future for all in the Philadelphia region.

Energy Audits



- 70 full-time employees, 65% of whom work in the field
- All auditors are Home Energy Professional (HEP) and BPI certified.
- ECA administers the Weatherization Assistance Program, PGW's program and many others
- ECA has extensive experience in Healthy Homes Assessment and Treatment

Low Income Service Delivery



Bill Payment Assistance

LIHEAP, Crisis, UESF

Financial Literacy

Energy Education

Conservation

Weatherization Assistance Program

PGW CRP Home Comfort Program

Energy FIT Philly

PECO Program

Water Conservation

ECA's Knight Training Center

IREC Accredited and Center of Excellence

ECA trains to the highest national standards, and is nationally accredited. ECA has developed a contextual learning process to successfully train a diverse workforce.

Accomplishment:

More than 4,200 people trained including 1,200 for national certifications.



Training Partnerships

- Pa Dept of Labor & Industry
- Pa Dept of Community & Economic Development
- Pa Dept of Environmental Protection
- Community College of Philadelphia
- School District of Philadelphia
- U.S. Department of Energy
- U.S. Department of Labor
- U.S. Environmental Protection Agency
- Connection Training Center
- PA CareerLinks Centers
- National Community Action Foundation
- Bank of America
- BASF
- Dow Chemical Company
- Saint Gobain Corporation
- Building Performance Institute
- Saturn Resources Management
- IREC
- Impact Services
- Latino Contractors Association
- Associated Builders and Contractors
- National Association of Minority Contractors
- Neighborhood Energy Centers
- Philadelphia Housing Authority
- Juvenile Justice Center

Partnerships

- Government
 - Local
 - State
 - National
- Industry
 - Manufacturers
- Utilities
- Financial Lenders
- Energy Efficiency Providers
- Colleges, Universities,
Technical Schools,
- School Districts
- Hospitals
- Health Care Industry
- Community Based Orgs
 - Environmental Orgs
 - Faith Based Orgs
 - Law Firms

Presentation Highlights: Energy Coordinating Agency (ECA)

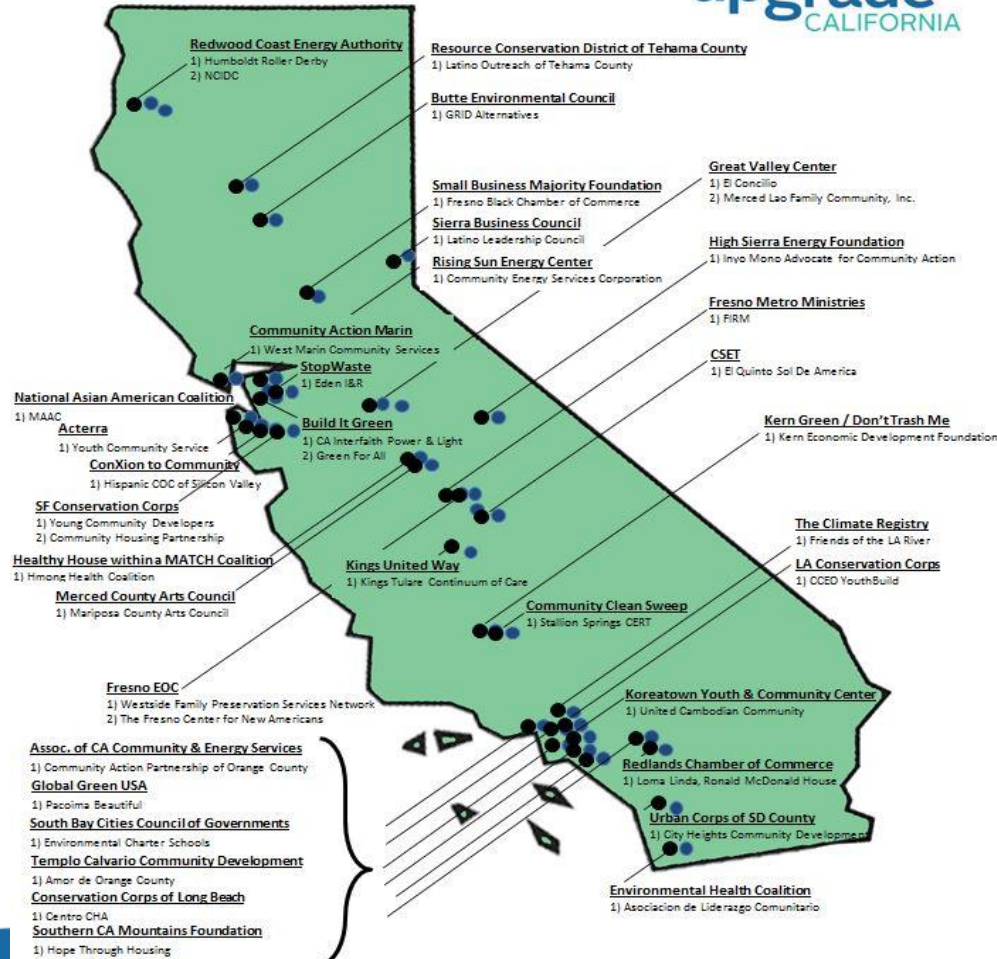
- Partner with **all levels of government** to ensure support for the levels of effort and scale that matches your organization.
- **Industry partnerships** can provide materials and access to new technologies.
 - Industry relationships can help programs access materials that can improve the quality of services.
 - ECA partnered with Dow, a manufacturer, to provide the community with cool coating for roofs. The city wide effort, along with an innovative “cool block” PR campaign led by Dow, resulted in city-wide participation and reflective roofs on over half the housing stock.
- **Energy partners**, such as utilities, can help in educating the community about available incentives.
- ECA found partnering with **law firms** increased the program’s access to expertise in shaping policy and lending practices.
- **Reaching out to schools** creates an opportunity for early awareness and youth have the ability to influence their parents. Reach students through games that educate and make energy saving efforts fun and engaging.

Lessons Learned:
Energy Upgrade California
Manager, Pamela Wellner

Community Based Organization

Energy Upgrade California® Community Outreach Ambassador Program

2014-15 Ambassador Map



National Retailers

- Home Depot
- Lowes
- Best Buy
- Osh Hardware
- Dixieline



Education

- University California Los Angeles
- Stanford
- Fresno State
- San Diego State
- San Diego County School District



Major League Sports

- MLB –
 - San Diego Padres
 - Anaheim Angels
- NHL –
 - San Jose Sharks
 - [LA Kings](#)

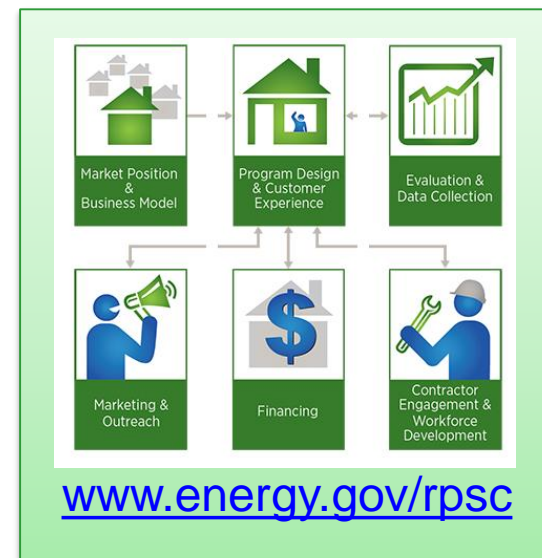
Presentation Highlights: Energy Upgrade California

- Energy Upgrade California has formed partnerships with **25 community-based organizations as ambassadors** across the state.
 - The partnership model helps the program extend its reach across a large and diverse state, and especially to reach low-income communities.
 - Partner organizations are identified through a competitive application process and range from ethnically diverse community groups to small business partners to government.
- Partnerships with major league sports provide an opportunity **create positive associations** with the Energy Upgrade California brand.
- **Retail relationships** connect Energy Upgrade California to manufacturers; oftentimes, these relationships will result in heavily discounted products.
- Partnering with community-based organizations **connects the statewide program to a local context** as partners are hearing directly from community members and can provide valuable feedback on needs and interests to tailor the program to serve specific areas.
- Energy Upgrade California provides partners with **social media and email marketing training and branding materials** to communicate a unified brand and message.

Related Resources in the Residential Program Solution Center

Explore residential energy efficiency partnership resources:

- [Contractor Engagement & Workforce Development – Identify Partner handbook](#) discusses how to establish relationships with contractors and organizations that train and certify workers.
- [Financing – Identify Partners handbook](#) covers how to partner with financial institutions that can provide capital, underwriting, and other services.
- [Marketing & Outreach – Identify Partners handbook](#) covers how to establish relationships with organizations that will assist with program marketing and outreach.



While you're there, see the latest [Proven Practices](#) post on [“Word of Mouth” Communications](#).

The Solution Center is continually updated to support residential energy efficiency programs—
[member ideas are wanted!](#)

Residential Program Solution Center Navigational Example

Better Buildings Neighborhood Program Partnerships

Marketing & Outreach – Identify Partners

[Where Am I?](#)

 [PDF of handbook](#)  [Print this page](#)

Description

Step-by-Step

Tips for Success

Examples

Toolbox

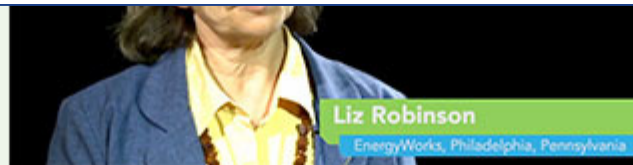
Topical Resources

Step-by-Step

Your marketing and outreach efforts will go further by partnering with trusted organizations that have similar goals and share common audiences. For lasting, effective marketing and outreach partnerships, you will want to:

[Expand All](#)

- ▶ Assess gaps that marketing and outreach partners could help fill
- ▶ Determine and evaluate potential partners
- ▶ Recruit marketing and outreach partners
- ▶ Develop a partnership agreement
- ▶ Engage partners early and often



Tips for Finding Gold in Partnerships

- **Build partnerships to better reflect your community;** forging partnerships with organizations that are geographically and demographically varied can help programs to reach diverse communities or reach a larger service area.
 - Consider **unconventional partnerships**, such as with schools, universities, law firms, major league sports to expand access to a larger audience or additional expertise.
- **Clearly communicate your message** to partners to ensure they are an ambassador for your brand.
 - Partners can help spread your message in more creative ways through videos, testimonials from community members, and even interactive, walk-through experiences, such as a tiny home or other demonstrations.
- **Know when to leave a partnership;** if the goals or pace of your organization changes, reevaluate partnerships to ensure that all participants share a vision and timeline.
- Find more tips and tools on how to form and sustain successful partnerships in the [Better Buildings Voluntary Initiative Partnerships Toolkit](#).

Closing Poll

- After today's call, what will you do?
 - Seek out additional information on one or more of the ideas – **67%**
 - Consider implementing one or more of the ideas discussed - **33%**
 - Make no changes to your current approach
 - Other (please explain)

Peer Exchange Call Series

We hold one Peer Exchange call every Thursday from 1:00-2:30 pm 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:

- **April 14:** Training: How to get Results - What Matters, What Doesn't (201)
- **April 21:** Advances in Integrating Energy Efficiency into the Real Estate Market (301)
- **April 28:** Driving Change in Residential Energy Efficiency: Electric Vehicles (301)

Send call topic ideas to peerexchange@rossstrategic.com

See the Better Buildings Residential Network Program [website](#) to register

Join Us @ ACI National Home Performance 2016

Kick-off with DOE on Monday, April 4

[Home Performance with ENERGY STAR Partner Meeting](#), 8:30 am – 5 pm

Special afternoon breakout sessions:

- Home Energy Score partner meeting
- Home Energy Information Accelerator partner meeting
- Home Improvement Catalyst - Leveraging the home improvement marketplace for energy upgrades

Getting Started with HPXML workshop – *Monday afternoon*

Meet us at many more sessions, April 5-7!



Meet DOE at ACI Sessions, April 5-7

- April 5:
- Home Upgrade Program Models for Acquiring Savings in Multiple Climate Zones
 - Residential Energy Labels, Why Should You Care & What Do You Do About It?
- April 6:
- Showcasing Home Performance with ENERGY STAR Contractors
 - Transforming the Market with HPXML: Strategies and Lessons Learned
 - What Building America Learned in 4 Years About Retrofits & Staged Upgrades
 - Realizing the Market Value for High Performance Homes: Reports from the Field
 - Health & Home Performance: Unlocking New \$, Marketing, & Project Data Value
 - The Quest for Smarter Performance Measurement
 - Home Energy Data Huddle: Getting together to Build an Information Pipeline
 - The Value Proposition Challenge
- April 7
- Home Performance Financing Update & Options to Help Close More Jobs
 - Your Contractors: A Gateway to Better Programs
 - America's Building Blocks to High Performance Housing

Download full [ACI National Home Performance Conference Agenda](#) for more details

LET'S ALL MEET IN MAY!

REGISTER TODAY for the BETTER BUILDINGS SUMMIT

Washington, DC · May 9-11, 2016

SAVE YOUR SPOT NOW:

[HTTPS://WW2.EVENTREBELS.COM/ER/REGISTRATION/STEPREGINFO.JSP?ACTIVITYID=14611&STEPNUMBER=1](https://ww2.eventrebels.com/er/registration/stepreginfo.jsp?activityid=14611&stepnumber=1)

This Summit will bring together Better Buildings partners and stakeholders to exchange best practices and discuss future opportunities for greater energy efficiency in America's homes and buildings.

There will be time set aside for a specific Residential Network discussion and meet-up!