



Launching the Next Phase of the Better Buildings Neighborhood Program

4/30/2013

Danielle Sass Byrnett

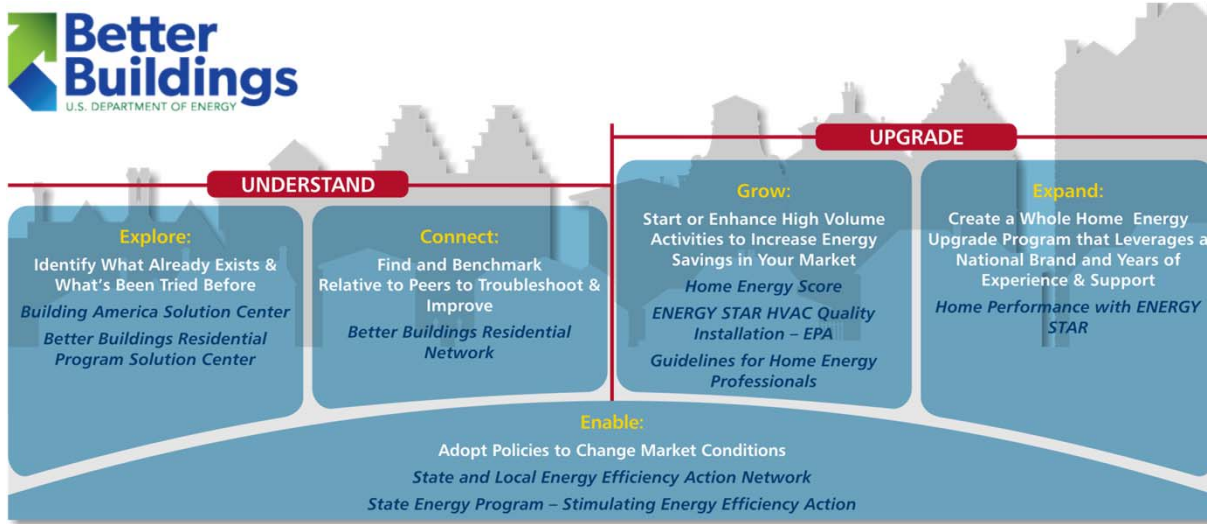
U.S. Department of Energy



Next Step Options for BBNP Partners



Residential Buildings



Commercial & Public Buildings



Better Buildings Alliance



What Can We Do Together To Expand Energy Efficiency In Existing Homes?

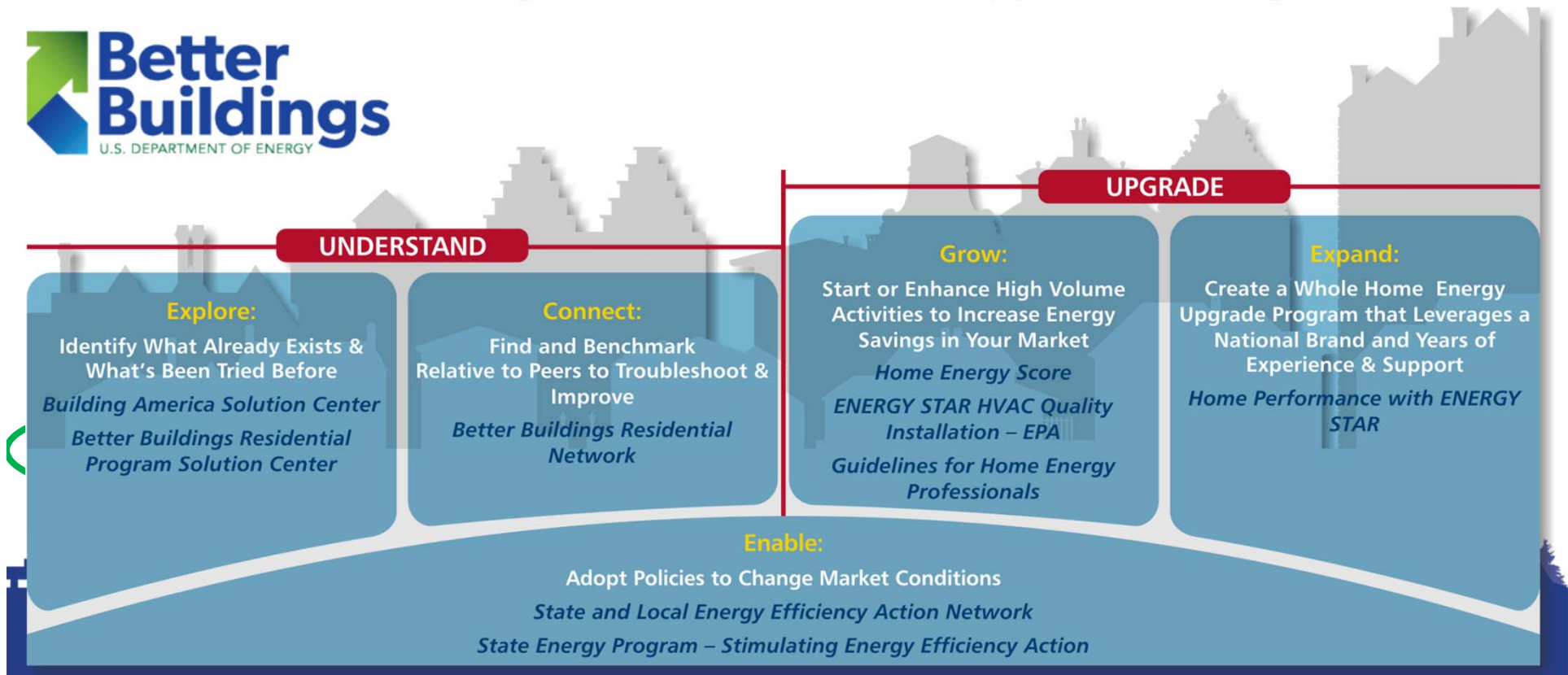


Understand Options & Resources

Take Action as Appropriate for Your Organization
Gain experience and/or create an environment for success in the next stages of maturation

Support a Home Energy Upgrade Program

Better Buildings Residential Offers Support & Linkages



Explore: Better Buildings Residential Program Solution Center (formerly called "Decision Tool")



This online collection of resources and lessons learned from Better Buildings Neighborhood Program partners, Home Performance with ENERGY STAR sponsors, and others will help residential energy upgrade programs and partners plan, implement, manage, and evaluate their programs.

The Solution Center provides:

- Step-by-step guidance
- Options
- Examples
- Tools
- Templates
- Promising approaches
- Lessons learned
- Best practices



Get a guided tour
Thursday, May 2
7 p.m.
Room: Governors
Court 15

We Want to Hear
From You!
Try out the beta
version at DOE's
booth in the
Sustaining Partners
Pavilion next to the
Exhibit Hall and let us
know what you think.



Structure Based on 4 Pillars + 2 New



Multiple navigation and search options



Content Organized in Handbooks



Driving Demand – Overview

| | | | | | | |
|-------------|------------|--------------|------------------|----------|---------|------|
| Description | Key Topics | Step-by-Step | Tips for Success | Examples | Toolbox | More |
|-------------|------------|--------------|------------------|----------|---------|------|

Description

Energy efficiency upgrades can improve indoor air quality, make indoor spaces more comfortable, and significantly reduce utility bills. Despite these benefits, many people are still unaware of why and how they should invest in energy efficiency for their homes and buildings.

Driving demand creates a consumer's desire and willingness to pay a price for energy efficiency upgrades. Driving demand means more than just marketing; it communicates the value of energy efficiency, educates the consumer, and lays the groundwork for more than a single, one-time action. Driving demand supports the long-term development of a sustainable market for building energy efficiency.

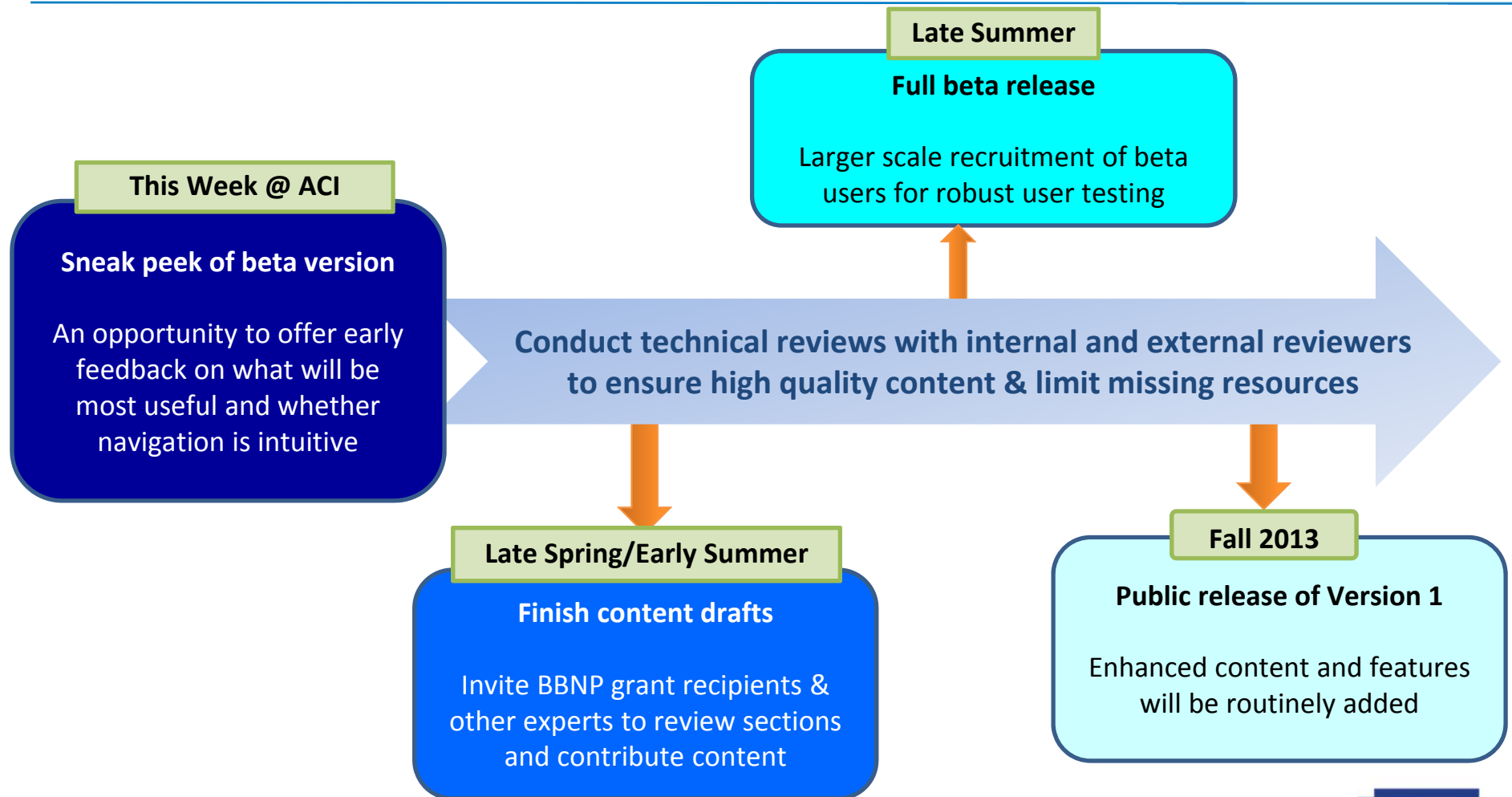
Effective marketing helps drive demand. By providing information that resonates with target audiences in compelling ways, your program can use successful strategies to position your offerings as a solution to a

Key Resources

- [Driving Demand for Home Energy Improvements](#) explores strategies that can be used to increase the adoption of comprehensive home energy upgrades.
- [Best Practices for Energy Retrofit Program Design: Marketing Recommendations](#) is based on detailed case studies of nine existing state and local programs. It presents marketing recommendations developed by the Home Performance Resource Center for energy efficiency.



Residential Program Solution Center: Launch Sequence



What Can We Do Together To Expand Energy Efficiency In Existing Homes?

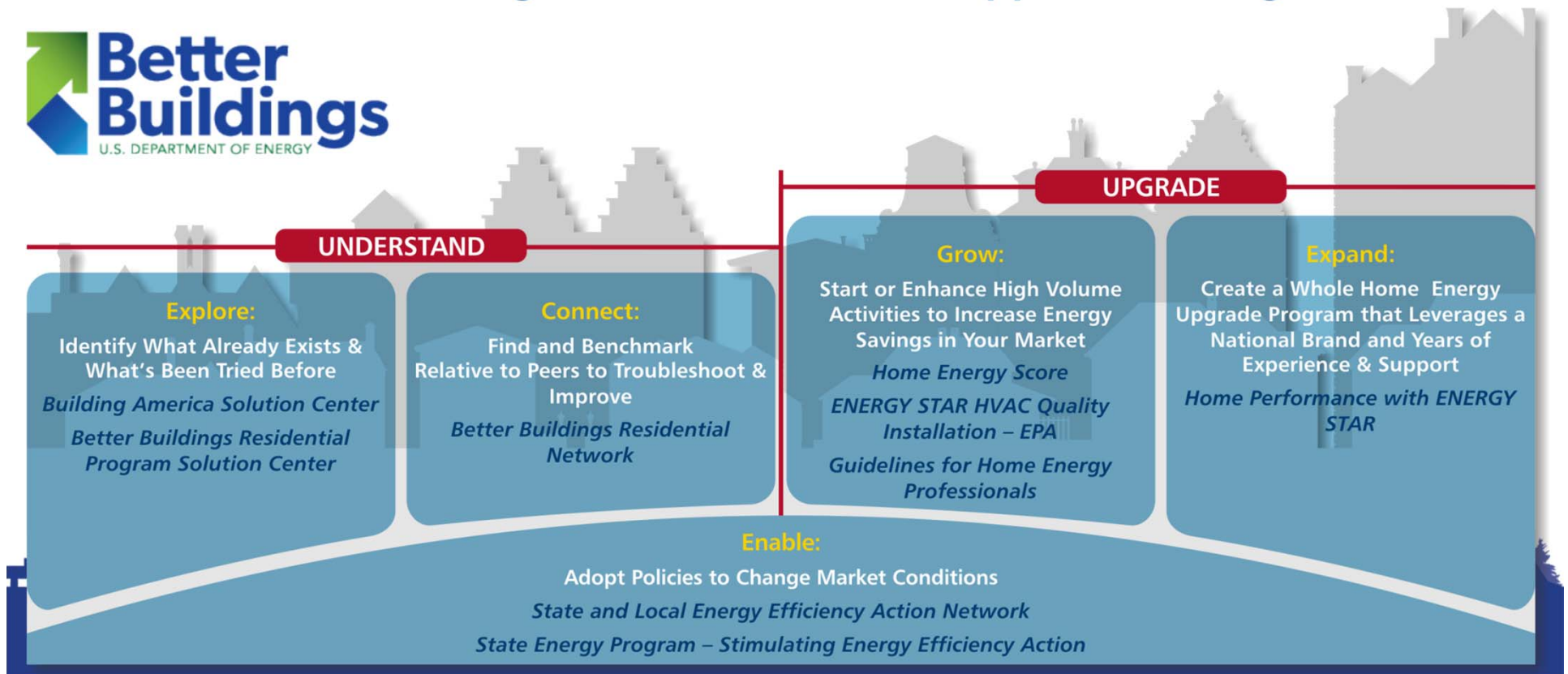


Understand
Options &
Resources

Take Action as Appropriate for Your Organization
*Gain experience and/or create an environment
for success in the next stages of maturation*

Support a
Home Energy
Upgrade
Program

Better Buildings Residential Offers Support & Linkages



Connect: Continue to Progress Together Better Buildings Residential Network



Connects energy efficiency programs and partners to share best practices to dramatically increase the number of American homes that are energy efficient.

Benefits:

- Invitations to monthly calls:
 - Business Partners/Workforce Development
 - Driving Demand
 - Evaluation & Data Collection
 - Financing
 - Moderate/Low-Income Markets
 - Multifamily Residential Market
 - Program Sustainability/Revenue Streams
- Tools, templates, & resources
- Newsletter updates on trends
- Recognition in media, materials
- **Optional benchmarking**
- Ability to save resources in Residential Program Solution Center

“DOE enabled and facilitated an exchange of grantee experiences that most grantees describe as highly valuable and contributing to their success”



Membership



All organizations committed to accelerating the pace of energy upgrades in American homes.

- Federal, state, and local governments
- Financial institutions
- Home Performance with ENERGY STAR Sponsors
- Nonprofit organizations
- Program administrators and implementers
- Universities
- Utilities

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



Join Us!

All grant recipients (and non-grant recipients) are invited to join. Some already have:



AFC First



Austin Energy



Boulder County



Clean Energy Durham



Clean Energy Works



CNT Energy



GTECH Strategies



Local Energy Alliance Program (LEAP)



Metropolitan Washington Council of Governments



City & County of Denver



Michigan Saves



Mountain Association for Community Economic Development (MACED)



New York State Energy Research & Development Authority



For membership form, see Jonathan Cohen or visit the DOE booth

What Can We Do Together To Expand Energy Efficiency In Existing Homes?

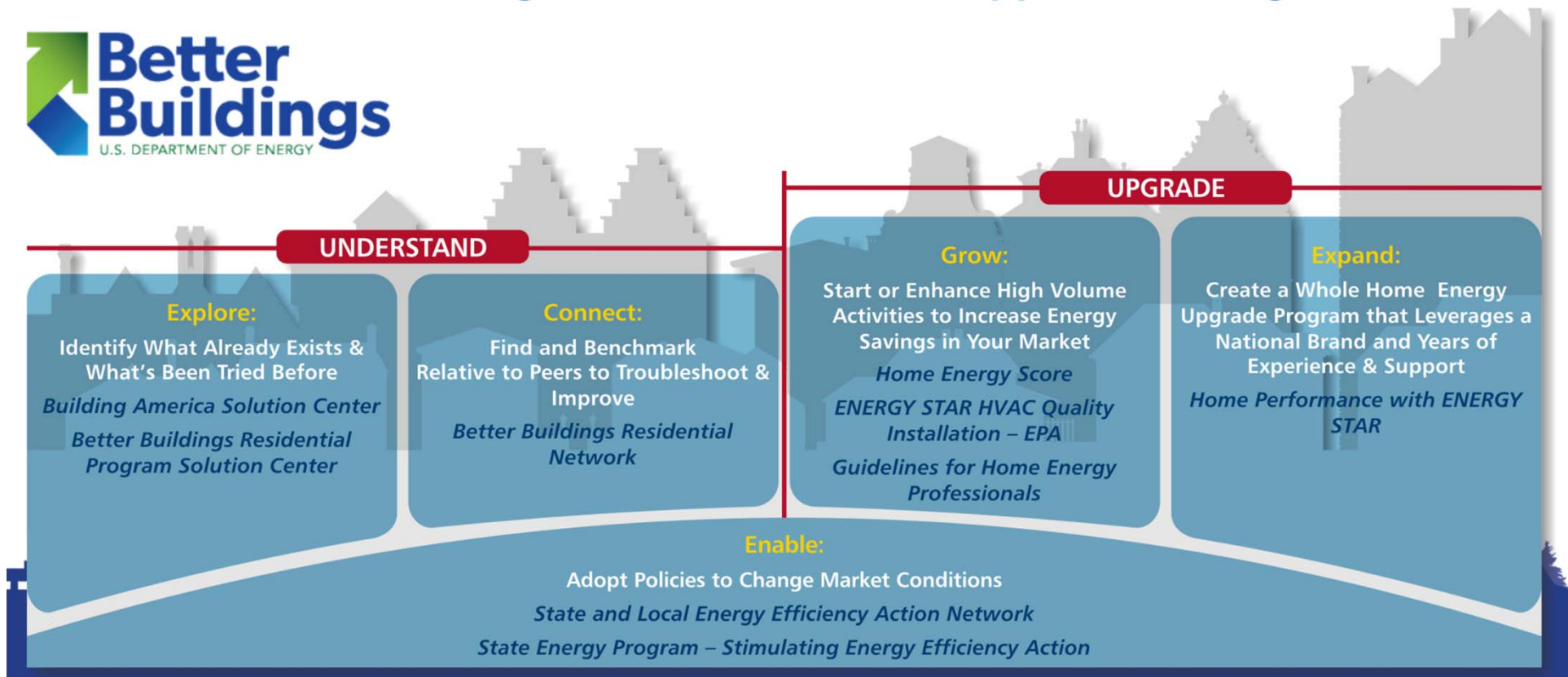


Understand
Options &
Resources

Take Action as Appropriate for Your Organization
*Gain experience and/or create an environment
for success in the next stages of maturation*

Support a
Home Energy
Upgrade
Program

Better Buildings Residential Offers Support & Linkages



Enable: State & Local Energy Efficiency Action Network



- Support on energy efficiency policy and program decision making for:
 - Utility regulators, utilities and consumer advocates
 - Legislators, governors, mayors, county officials
 - Air and energy office directors, and others
- Facilitated by DOE and EPA; successor to the National Action Plan for Energy Efficiency



Enable: SEE Action Resources



| Market/Policy Barrier | SEE Action Knowledge Resources |
|---|--|
| <p>Lack of consistency across state EM&V frameworks</p> | <p>Model EE Program Impact Evaluation Guide Uniform Methods Project Model approaches for calculating energy, demand, and emissions savings resulting from energy efficiency programs and commonly-installed measures.</p> |
| <p>The inability for energy efficiency service providers to gain access to the data because of legitimate privacy concerns</p> | <p>A Regulator’s Privacy Guide to Third-Party Data Access for Energy Efficiency Informs state regulators about issues and policy options related to providing access to customer information held by utilities.</p> |
| <p>Behavior-based energy efficiency is often underweighted or excluded from PUC and utility efficiency potential studies</p> | <p>Framework for Conducting Behavior-Based Energy Efficiency Potential Studies: A framework for commonly accepted practices for calculating behavior-based efficiency potential.</p> |
| <p>The concern that residential energy efficiency program are expensive to operate effectively</p> | <p>Program Administrative Costs Project Strategies for reducing program administration and delivery costs Attend Wednesday 3:30-5:00pm ACI session in Industry Trends track (co-hosted by BBNP)</p> |



What Can We Do Together To Expand Energy Efficiency In Existing Homes?

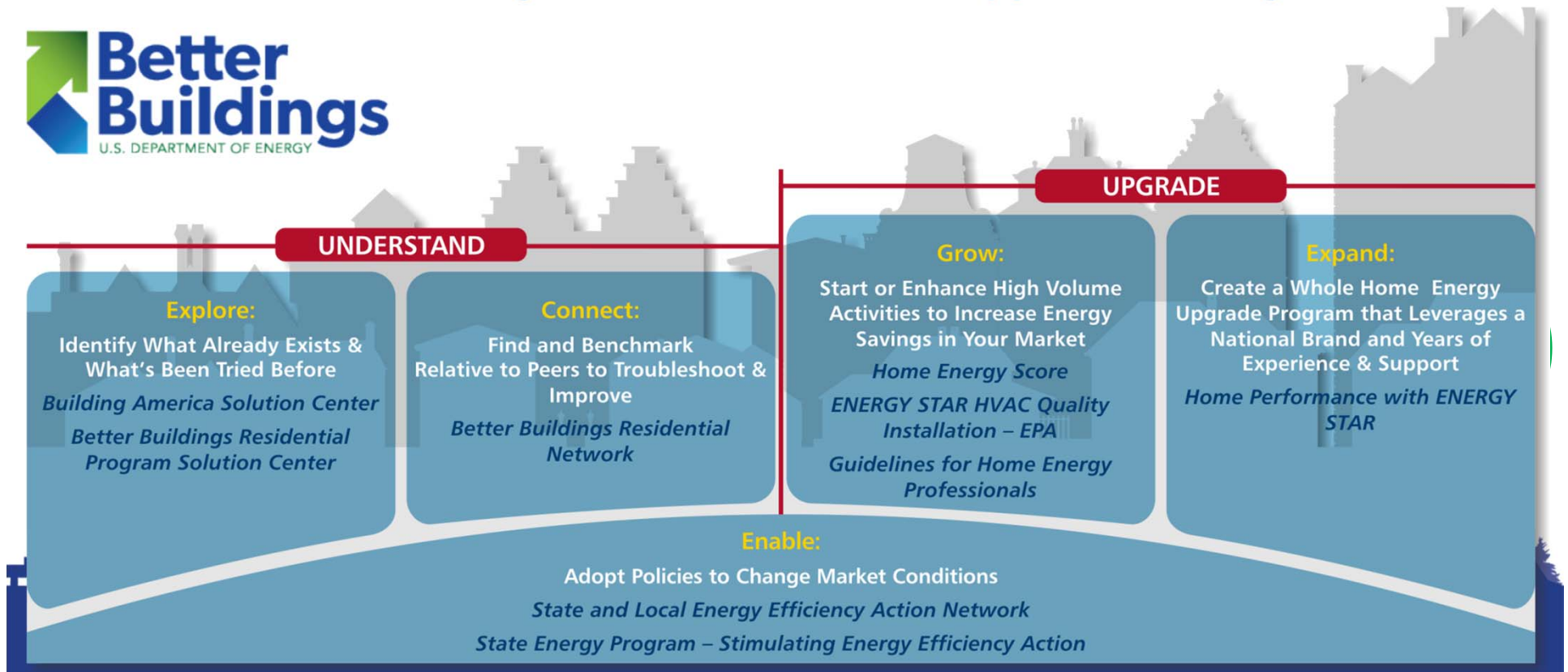


Understand
Options &
Resources

Take Action as Appropriate for Your Organization
*Gain experience and/or create an environment
for success in the next stages of maturation*

Support a
Home Energy
Upgrade
Program

Better Buildings Residential Offers Support & Linkages



Grow: Home Energy Score

Overview

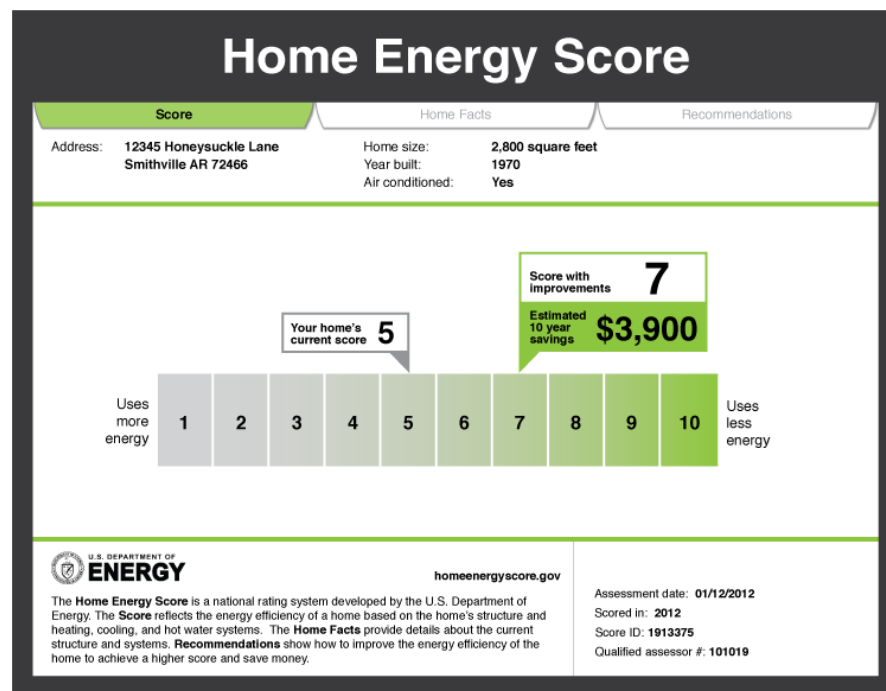
- Nationally recognized scoring tool
- Similar to a vehicle's mile-per-gallon rating
- Allows homeowners to compare the energy performance of their homes to other homes nationwide
- Provides homeowners with suggestions for improving home efficiency
- Quick simple sample sales tool for home performance upgrades

Status (as of 4/21/2013)

- 30 Partners
- 3,477 Scores
- 149 Qualified Assessors

Partner Requirements

- Score 200 homes/year
- Oversee quality assurance (re-score 5% of homes)
- Manage participating qualified assessors



Interested in Offering the Home Energy Score in your Area?

- DOE is partnering with state and local governments, utilities, and non-profits to make the Home Energy Score widely available to homeowners.

For More Info: Visit the DOE booth at ACI or email: HomeEnergyScore@ee.doe.gov



Launch: Home Performance with ENERGY STAR



National voluntary program administered by DOE and EPA, sponsored locally by *utilities, state and local energy offices, energy NGOs, and a financial institution*

Whole-house approach to improving energy efficiency and comfort

Sponsor Benefits

- **Program support** with assistance, development, execution and marketing of your local HPwES program
- **Recognition** for involvement, access to the nationally recognized ENERGY STAR® mark, and opportunities to be honored with performance-based awards
- **Confidence** in leveraging a government-backed national platform for a whole-house approach to home improvement
- **National impact**, with opportunities to partner with DOE to explore new opportunities, streamlined approaches, and cost-cutting measures to scale the home performance market.

Participating Contractor Benefits

- **Access** to resources such as standardized forms, templates, “pitch book,” lead forms and nationally recognized ENERGY STAR® mark
- **Opportunity** to earn Century Club Award and recognition to promote capabilities to potential customers
- **Participation** in classroom and field building science training, sales and marketing workshops, and mentoring

Sponsor a local HPwES program!

- Sign partnership agreements and adhere to national and local guidelines
- Report quarterly and annual project number and quality assurance
- Ensure consistent process for assessing and performing recommended measures
- Manage participating contractors’ performance and provide customer feedback mechanisms



For more information: Visit the DOE booth at ACI. Visit energystar.gov/hpwes or email: HomePerformance@EnergyStar.gov

Next Step Options for BBNP Partners



Commercial & Public Buildings



Better Buildings Alliance



Commercial and Public Sector Buildings: Better Buildings Challenge



National leadership program that leverages transparency, solutions, and real results to demonstrate what is possible in commercial and industrial energy efficiency.

Partner Agrees to:

Commit

- Entire public building portfolio

Take Action

- Outreach to commercial sector
- Showcase retrofit project

Report Results

- Share portfolio-wide, facility level energy performance twice a year
- Share playbooks and solutions
- Quarterly updates on progress

DOE Agrees to:

Assist

- Technical assistance
- Development of playbooks

Connect

- Opportunities through Financial Allies
- Peer exchange forums

Recognize

- National and local recognition
- Showcase and highlight Partners who develop and share innovative and cost effective marketplace solutions



For more information: Visit betterbuildings.energy.gov or email: BetterBuildingsChallenge@ee.doe.gov

Better Buildings Alliance for State & Local Governments



Project Teams focus on strategic target areas:

1. Community energy strategic planning
2. Data collection, analysis, communication
3. Financing
4. ESPC implementation
5. Technical areas (lighting, HVAC, plug loads, data centers, etc.)

Better Buildings Alliance Members:

- **Commit**
 - Assign a company or government representative
 - Share organization-wide energy savings goals
- **Act**
 - Participate in at least one **Project Team** or activity
 - Monthly learning call with “homework”
 - Approximately 6-month project teams
 - Work to achieve goals and monitor progress through publicly available tools
- **Share**
 - Share your successes and help other BBA members replicate your results
 - Provide annual updates on energy savings and progress toward meeting goals

Benefits

- Opportunity for local governments to work collaboratively with DOE to access technical assistance and advance their clean energy goals
- Helps members sustain success of ARRA funded work
- Leverages DOE expertise and provides forum to engage with peers around actionable steps



Join Us!

All grant recipients (and non-grant recipients) are invited to join. Some already have:



DENVER
THE MILE HIGH CITY



Better Buildings Summit for State & Local Governments

May 30-31, 2013

The Renaissance Hotel, Washington, DC



For more information: Visit betterbuildings.energy.gov

DOE Is Proud to Co-Sponsor the 2013 ACI National Home Performance Conference



Grab an ACI program supplement to find sessions featuring DOE and its partners

Visit the Sustaining Partners Pavilion

Talk with DOE staff, pick up new resources, try out newly available tools, and learn how to become a DOE Partner. Programs and resources represented include:

- Challenge Home
- Home Energy Score
- Building America Solution Center
- Weatherization Assistance Program
- Home Performance with ENERGY STAR
- Better Buildings Residential Network
- Better Buildings Residential Program Solution Center
- State and Local Energy Efficiency Action Network

Want to Learn about Home Energy Score?

Friday, May 3, 2013

10:30am to 12:00pm:

Keeping Score: Asset Performance of Existing Homes

For All the Updates, Join Us at:

What Has DOE Done for You Lately?

Thursday, May 2, 2013

8:30 to 10:00 am

Attend a guided tour of the new **Better Buildings Residential Program Solution Center** (beta version) on **Thursday, May 2, at 7 pm** in Governors Room 15

What's Going On with HPwES This Year?

Thursday, May 2, 2013

10:30am to 12:00pm:

Understanding the Core Requirements of Home Performance with ENERGY STAR

1:30 to 3:00pm:

HPwES Symposium: Provocative Discussion of Methods to Scale the Home Performance Industry