



Better Buildings Neighborhood Program

Energy Efficiency Market Sustainable Business Planning

October 25, 2011

Opening Plenary

Workshop Objectives

- Focus on long-term business planning
 - Refine program mission, vision, and goals
 - Learn about business models
 - Identify opportunities to enhance partner engagement
 - Identify opportunities to raise revenue
 - Frame out your program's business plan

Workshop Agenda - Tuesday



Time	Agenda Item
8:30 – 9:00	Welcome, Workshop Objectives, and Agenda Review
9:00 – 9:45	Energy Efficiency Market Sustainable Business Planning
9:45 – 10:15	Break
10:15 – 11:30	Overview of Business Planning and Business Models
11:30 – 12:00	Business Planning Resources
12:00 – 1:15	Lunch
1:15 – 4:45	Interactive Sessions: Partner Analysis and Strategies for Energizing Private Sector Business Models (breakout groups – attend 3 of 5)
4:45 – 5:45	Office Hours, Small Group Discussions, and Working Time
Evening	“Vermont Brews and Wine” Reception No-Host Dinner Options

Workshop Agenda - Wednesday



Time	Agenda Item
8:00 – 8:30	Observations from Previous Day and Overview of the Day
8:30 – 9:30	Understanding Costs and Revenues
9:30 – 9:45	Break
9:45 – 12:00	Interactive Sessions: Potential Revenue Streams (breakout groups – attend 2 of 5)
12:00 – 1:15	Lunch
1:15 – 2:45	Interactive Sessions: Program Business Plans – Services, Customers, Governance, and Assets (breakout groups – attend 1 of 5)
2:45 – 3:00	Break
3:00 – 4:00	Presentations of Grantee Business Model Schematics and Workshop Wrap-up

Lunch Table Topics (Tuesday)



- **Neighborhood Sweeps** (Better Buildings for Michigan)
- **Low-Moderate Income Homeowner Outreach**
(Camden, Greensboro, Indianapolis)
- **Home Energy Score**
(Joan Glickman, U.S. DOE)
- **Planning for a Green Premium in Home Sales**
(John Beldock, EcoBrokers; Laura Stukel, Green MLS)

Tuesday Office Hours & Small Group Discussions



Tuesday, 4:45-5:45 PM

Session	Room
Office Hours	Montpelier
Home Energy Score Informational Session <i>(Joan Glickman, DOE)</i>	Adirondack A
Utility Cost-Effectiveness Tests <i>(Robin LeBaron, National Home Performance Council)</i>	Adirondack B/C
Heating Oil Partner Business Models	Adirondack D
Assessing Real Estate Partners <i>(John Beldock, EcoBrokers; Laura Stukel, Green MLS)</i>	Lake Champlain
Business Models 401 (Advanced)	Vermont
Working Time	Mezzanine