



Better Buildings Residential Program Solution Center Demonstration

Danielle Sass Byrnett
Building Technologies Office

- Goals, History, Content Sources
- Tour: Organization
 - Program Components
 - Handbooks
- Tour: Navigation Options
- Tour: Examples
- Next Steps
- Questions & Feedback

Overview



- Provide an easily accessed repository for key lessons, resources, and knowledge collected from the experience of past programs.



- Help programs and their partners plan, implement, manage, and evaluate better



- Help stakeholders leapfrog past missteps en route to a larger and more successful industry.

1. Program Administrators and Implementers
 - utilities, state energy offices, municipal governments, NGOs
2. Program and Service-Delivery Partners
 - contractors, financial institutions, marketing firms
3. Program Evaluators



March - November 2012: Framework - Development & Refinement

- Literature review and DOE program guides
- Better Buildings Neighborhood Program (BBNP) workshops and peer calls
- Home Performance with ENERGY STAR experts
- Technical assistance providers

June - July 2012: Framework & Tool Capabilities - Feedback from Key Partners & Intended Users

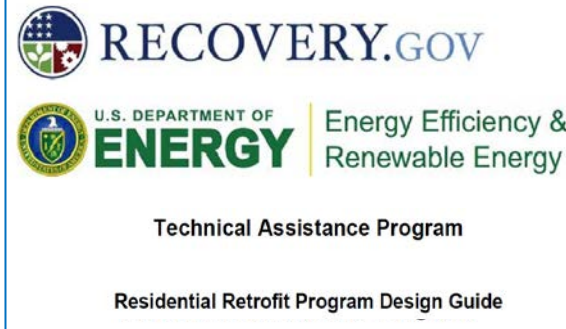
- Feedback from NGOs and energy upgrade programs
- Identification of complementary work
- DOE Residential Energy Efficiency Solutions conference input and ideas

March - December 2012: Content - Catalog Key Lessons Learned

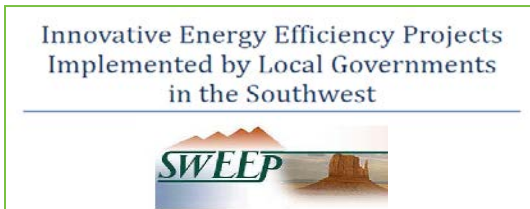
- Insights from BBNP workshops and peer exchange calls
- Attendees at DOE Residential Energy Efficiency Solutions conference reviewed & augmented
- Organized programs materials and examples

November 2012 - April 2013: Platform & Content - Development

- Cloned Building America Solution Center platform
- Focus Group on key features, navigation, terminology
- Draft content based on existing materials and lessons learned



Solution Center content draws on many existing guides, resources, program materials and...



New Content: Starting with Better Buildings Neighborhood Program



1

Planning

Clarify What We
Need to Know

GO

2

What We Know Now

- Website
- Case Studies
- Program Guides & Templates

3

Data Collection

- Quantitative (reporting)
- Qualitative (account management, peer exchange calls, Google Site forum, workshops)

4

Analysis & Evaluation

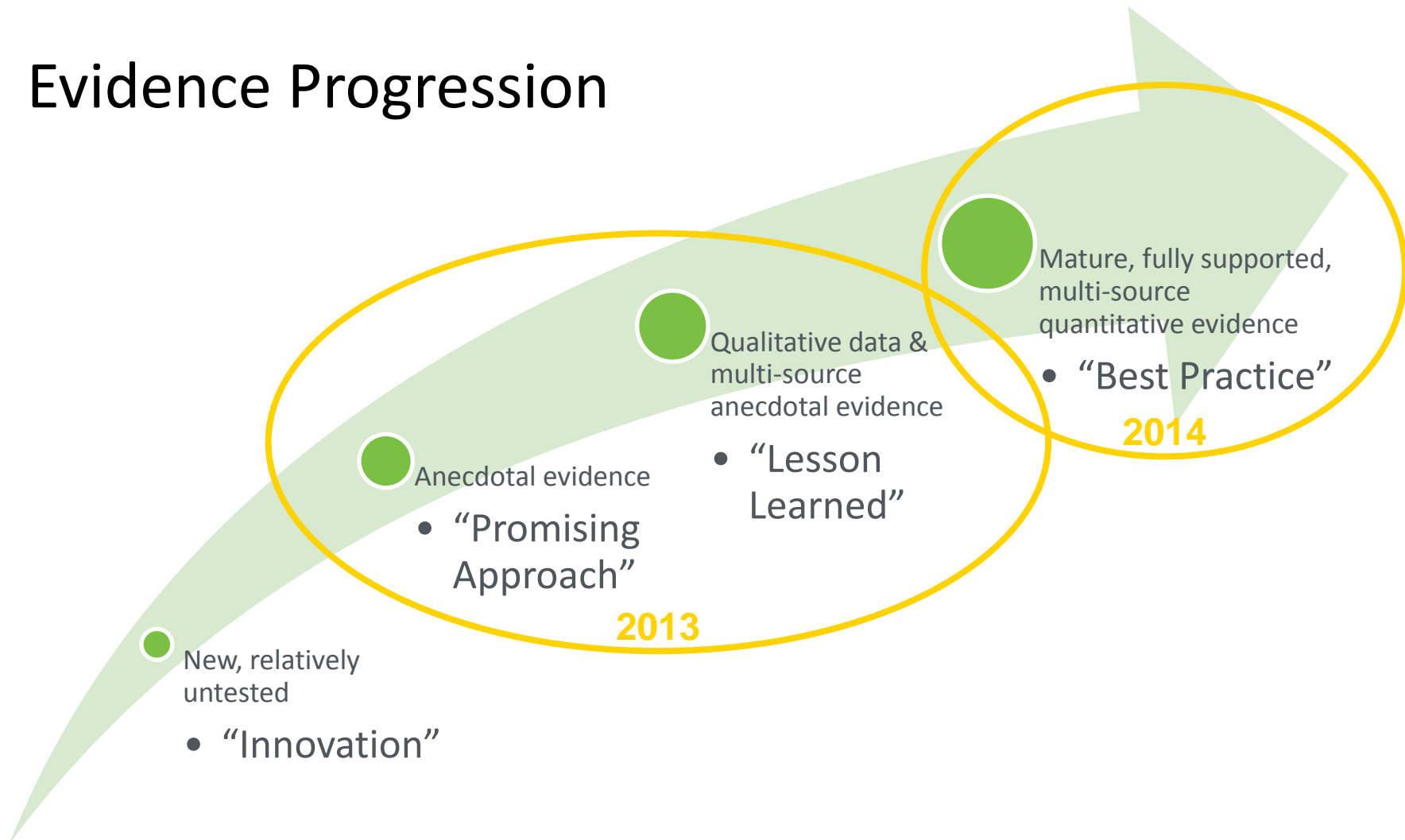
Review & Revise What We Know

- Quantitative
- Qualitative
- Formal Evaluations

Solution Center

- Step-by-step guidance
- Options
- Examples
- Tools
- Templates
- Promising approaches, lessons learned, best practices

Evidence Progression



Tour

Solution Center Tour

Better Buildings Residential Program Solution Center

Search

Recent Content

About/How to Use This Tool

Program Components

Program Design Phases

Program Outline

Glossary

Browse by Content Type

RECENTLY ADDED HANDBOOKS

- [Market Position and Business Model – Identify Partners](#)
- [Driving Demand – Communicate Impacts](#)
- [Driving Demand – Assess & Improve Processes](#)

More Handbooks ▶

RECENTLY ADDED RESOURCES

- [Greater Cincinnati Energy Alliance: 1000th Upgrade Press Event](#)
- [Sample RFP: Third-party Process Evaluator](#)
- [Data-Driven Mailing Helps Heat Up Untapped Seattle Market](#)



About / How to Use This Tool / Glossary

Solution Center Home

▼ About

How to Use This Tool

▶ Program Components

▶ Program Design
Phases

Program Outline

▶ Content Types

Glossary

“About” page introduces Solution Center and provides overview of content

“How to Use This Tool” page describes how tool is structured and how you can find content

The “Glossary” includes key terms and definitions used in the Solution Center

Recently added handbooks automatically show up on the home page.

All handbooks can be quickly accessed as a list.

Recently added resources automatically show up on the home page.

RECENTLY ADDED HANDBOOKS

[Driving Demand – Assess the Market](#)

[Driving Demand – Set Goals & Objectives](#)

[Workforce & Contractor Relationships – Assess the Market](#)

[More Handbooks](#) ▶

RECENTLY ADDED RESOURCES

[Leveraging Partnerships with Faith-Based Organizations](#)

[Workforce Development and Sales Training for Energy Efficiency Contractors](#)

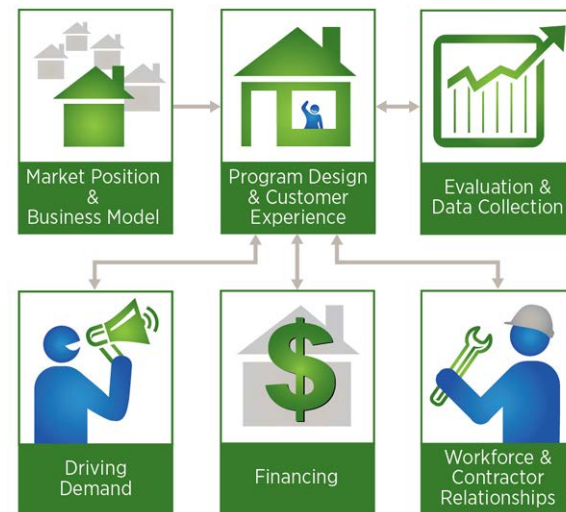
[Community Development Finance Institutions: Opportunities for Partnerships with Energy Efficiency Programs](#)



Centerpiece of the Solution Center



- **Market Position & Business Model**
 - Identify unmet needs in the marketplace that can be filled through a well-designed organizational business model.
- **Program Design & Customer Experience**
 - Design and implement an integrated residential energy upgrade program that provides a positive experience to customers.
- **Driving Demand**
 - Inspire homeowners to action through effective marketing and other strategies for driving consumer demand for home energy upgrades.
- **Financing**
 - Ensure that consumers have access to affordable financing that will enable them to pay for energy upgrade activities.
- **Workforce & Contractor Relationships**
 - Recruit, train, and partner with the energy efficiency contractors who will complete energy upgrade work in customers' homes.
- **Evaluation & Data Collection**
 - Devise and implement plans for continuously and periodically evaluating program efforts to identify successes and areas of weakness.



- The Solution Center is organized by:
 - Overview
 - Stages
 - Key Topics
- All resources are associated with at least one handbook.

- ▶ Market Position & Business Model
- ▶ Program Design & Customer Experience
- ▼ Driving Demand
 - [Overview](#)
 - [Assess the Market](#)
 - [Set Goals & Objectives](#)
 - [Identify Partners](#)
 - [Make Design Decisions](#)
 - [Develop Implementation Plans](#)
 - [Develop Evaluation Plans](#)
 - [Develop Resources](#)
 - [Deliver Program](#)
 - [Assess & Improve Processes](#)
 - [Communicate Impacts](#)
- ▶ Key Topics
- ▶ Financing
- ▶ Workforce & Contractor Relationships
- ▶ Evaluation & Data Collection

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.

Description: Provides information about why the handbook is important and describes what someone will learn by working through it.

Driving Demand – Overview

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Key Topics

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Tips for Success

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Toolbox

More

Key Topics

The following list provides access to information on key topics related to Driving Demand. The list of key topics is not exhaustive and will continue to grow as programs gain more experience.

Handbooks for key topics will be developed over time, so visit this page frequently for updates.

- **Market Segmentation**

By dividing target audiences into categories based on their attitudes or attributes, programs can research and craft messages that will resonate with specific audience groups, then implement targeted marketing tactics to reach them.

- **Effective Messaging**

Messages that resonate with key target audiences are critical to a successful program. Messages and materials need to "cut through the noise" in the market and make a strong, immediate, and positive impression on a program's potential customers.

- **Branding**

Branding is a way of presenting, positioning, and talking about a program to target audiences to encourage a certain feeling, action, or behavior.

- **Website Design**

Effective website design ensures that program information is clear, easy to understand, easily accessible, and actionable by potential customers.

Key Topics: Provides access to information on key topics related to the handbook.

Driving Demand – Identify Partners

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

Step-By-Step

Strategic partnerships can broaden your energy efficiency upgrade program's reach, bring relevant competencies to your efforts, provide additional incentives for program participants, and enhance the credibility of your program. For lasting, effective partnerships, you will want to:

- Determine potential program partners
- Recruit partners
- Develop a partnership agreement

▶ Determine Potential Program Partners

▶ Recruit Partners

▶ Develop a Partnership Agreement

Step-by-Step: Provides detailed *what* and *how* information related to the handbook topic (e.g., key steps; relevant lessons, tips, and best practices; program design options)

Driving Demand – Identify Partners

Description

Key Topics

Step-by-Step

Tips for Success

Examples

Toolbox

More

Step-By-Step

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▼ Determine Potential Program Partners

When searching for a partner, look for public, private, and nonprofit organizations with a history of collaboration and community involvement that are likely to be trusted sources for your program's priority target audiences.

Partners can distribute materials, provide forums for the program to deliver its key messages, and generate social norms around participating in the program.

The best partners will have:

- Complementary missions or goals.
- Audiences that overlap with the program's priority audiences.
- An appreciation of the value of your program.
- Well-established communications mechanisms with pre-existing followers or readers.

Driving Demand – Overview

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

Tips for Success

In recent years, hundreds of communities have been working to promote energy efficiency upgrades in homes and other buildings, through programs such as the Better Buildings Neighborhood Program, Home Performance with ENERGY STAR, utility-sponsored programs, and others. The following tips present the top lessons these programs want to share related to Driving Demand. (Note: This list is not exhaustive. There is no order of importance to the list.)

- ▶ Segment target audiences and adapt messages to their needs.
- ▼ **Foster “word of mouth” communication about the program using early adopters and trusted sources of information**
 - Encourage “word of mouth” outreach by getting early adopters to promote their experience with the program to their peers. Referrals from early adopters can provide a good source of leads, and marketing materials can feature them to build community trust.
 - Enhance energy efficiency awareness efforts with homeowner testimonials about real benefits. Homeowners and contractors are more likely to participate in the program when peers or neighbors describe their experience and how they have benefited.
 - [BetterBuildings for Michigan](#) solicited early adopters within target neighborhoods to act as energy efficiency champions, helping to spread the word at community events, on websites, at press events, and at community meetings.
- ▶ Consistently reinforce
- ▶ Understand who your target audience is (and how to reach them.) (efficiency.)
- ▶ Partner with organizations or individuals that customers already trust.
- ▶ Motivate action through time-limited offers and other incentives.
- ▶ Make benefits visible by showcasing opportunities for improvement, completed projects, and actual results.

Tips for Success: Provides lessons related to the handbook topic based on documented experience from multiple programs

Driving Demand – Overview

Description

Key Topics

Step-by-Step

Tips for Success

Examples

Toolbox

More

Examples

The following resources are examples from individual residential energy efficiency upgrade programs. The U.S. Department of Energy has not endorsed these materials.

Case Studies

1. [Best Offer Ever Produces Upgrades in Record Time](#)

Author: U.S. Department of Energy

Provides examples of lessons learned through Austin Energy's Best Offer Ever promotion in conjunction with contractors and partners. The promotional offer generated a record number of home upgrades in just six months.

2. [Spotlight on Rutland County, Vermont: How Local Ties Lead to Local Wins](#)

Author: U.S. Department of Energy

Building on its understanding of homeowners in Rutland County, Vermont, NeighborWorks of Western Vermont (NWWVT) enlisted respected local citizens and organizations to spread the word about home energy efficiency upgrade opportunities, an effort that helped drive demand for nearly 200 home upgrades in just six months.

Program Presentations & Reports

1. [Going Deep versus Going Wide as a Program Strategy - Indianapolis](#)

Author: Indianapolis Neighborhood Housing Partnership

Presentation that shares the broad outreach efforts in Indianapolis.

Examples: Provides case studies, program presentations & reports, and materials from individual energy upgrade programs.




Driving Demand – Develop Evaluation Plans

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

The following resources are available to help design, implement, and evaluate possible activities related to this handbook.

Templates & Forms

- [Creating an Evaluation Plan Worksheet](#) 
Author: U.S. Department of Energy
This worksheet can help you organize your ideas and methods for creating an effective evaluation plan.
- [Example of a Survey for Participants Who Completed Energy Upgrades](#) 
Author: U.S. Department of Energy
Publication Date: 2011
Sample email survey template for successful program participants.
- [Example Phone Survey for Screened-out Applicants](#) 
Author: U.S. Department of Energy
Publication Date: 2011
Sample phone survey for applicants who have been screened out from participating in the program.

Toolbox: Provides access to templates, forms, tools, and calculators that can be used to help design, implement, and evaluate activities related to the handbook topic.

Driving Demand – Overview

Description

Key Topics

Step-by-Step

Tips for Success

Examples

Toolbox

More

More

The following resources provide additional topical information related to Driving Demand. Visit [Examples](#) for materials from and about individual programs.

Topical Presentations

1. [Behavior, Energy, and Climate Change Conference presentation archive](#)

Author: Behavior Energy and Climate Conference

Presentations from past Behavior Energy and Climate Change (BECC) Conference. BECC is the premier event focused on understanding individual and organizational behavior and decision-making related to energy usage, greenhouse gas emissions, climate change, and sustainability. Past conference presentations include various resources related to driving demand.

2. [Marketing and Communications: Driving Demand](#)

Author: U.S. Department of Energy

Presentation that discusses elements of developing a program's marketing and communications strategy.

Publications

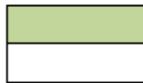
1. [Driving Demand for Home Energy Improvements](#)

Author: Lawrence Berkeley National Laboratory

This guide provides an assessment of various approaches to driving demand for home energy efficiency improvements.

More: Provides access to presentations, publications, and webcasts related to the handbook that are topical in nature

Handbooks Currently in Solution Center



Currently included in Solution Center

Coming Soon (There are also additional handbooks focused on key topics being developed)

Market Position & Business Model	Program Design & Customer Experience	Driving Demand	Financing	Workforce & Contractor Relationships	Evaluation & Data Collection
Overview	Overview	Overview	Overview	Overview	Overview
Assess the Market	Assess the Market	Assess the Market	Assess the Market	Assess the Market	Develop Evaluation Plans
Set Goals & Objectives	Set Goals & Objectives	Set Goals & Objectives	Set Goals & Objectives	Set Goals & Objectives	Deliver Program
Identify Partners	Identify Partners	Identify Partners	Identify Partners	Identify Partners	Assess & Improve Processes
Make Design Decisions	Make Design Decisions	Make Design Decisions	Make Design Decisions	Make Design Decisions	Communicate Impacts
Develop Implementation Plans	Develop Implementation Plans	Develop Implementation Plans	Develop Implementation Plans	Develop Implementation Plans	
Develop Evaluation Plans	Develop Evaluation Plans	Develop Evaluation Plans	Develop Evaluation Plans	Develop Evaluation Plans	
Develop Resources	Develop Resources	Develop Resources	Develop Resources	Develop Resources	
Assess & Improve Processes	Deliver Program	Deliver Program	Deliver Program	Deliver Program	
Communicate Impacts	Assess & Improve Processes	Assess & Improve Processes	Assess & Improve Processes	Assess & Improve Processes	
	Communicate Impacts	Communicate Impacts	Communicate Impacts	Communicate Impacts	

- Handbooks and related resources can be accessed in multiple ways:
 - Browse by Program Component
 - Browse by Program Design Phase
 - Browse by Program Outline
 - Browse by Content Type
 - Search & Filter

Program Components

Better Buildings Residential Program Solution Center

EERE » BTO » Better Buildings Neighborhood Program » Solution Center »

Solution Center Home

- About
 - How to Use This Tool
- Program Components**
- Program Design Phases
- Program Outline
- Content Types
- Glossary

Explore Program Components

- Market Position & Business Model
- Program Design & Customer Experience
- Evaluation & Data Collection
- Driving Demand
- Financing
- Workforce & Contractor Relationships

Look Across Program Design Phases

- Strategy Development
- Planning
- Implementation
- Evaluation

Browse All Program Activities

- Market Position & Business Model
- Oversee the Program
- Assess the Market
- Set Goals & Objectives
- more

Search for Specific Resources

- Content Types
 - Case Studies
 - Examples
 - Handbooks
 - Program Materials
 - Program Presentations
 - Reports
 - Publications
 - Step-by-Step
 - Templates & Forms
 - Tools for Success
 - Tools & Calculators
 - Visual Presentations
 - Webcasts
- Filter By Customer Income:
- Filter By Neighborhood Type:
- Filter By Program Component:
- Filter By Program Design Phase:
- Filter By State or Territory:

Access content through left-hand navigation bar and central graphic

RECENTLY ADDED HANDBOOKS

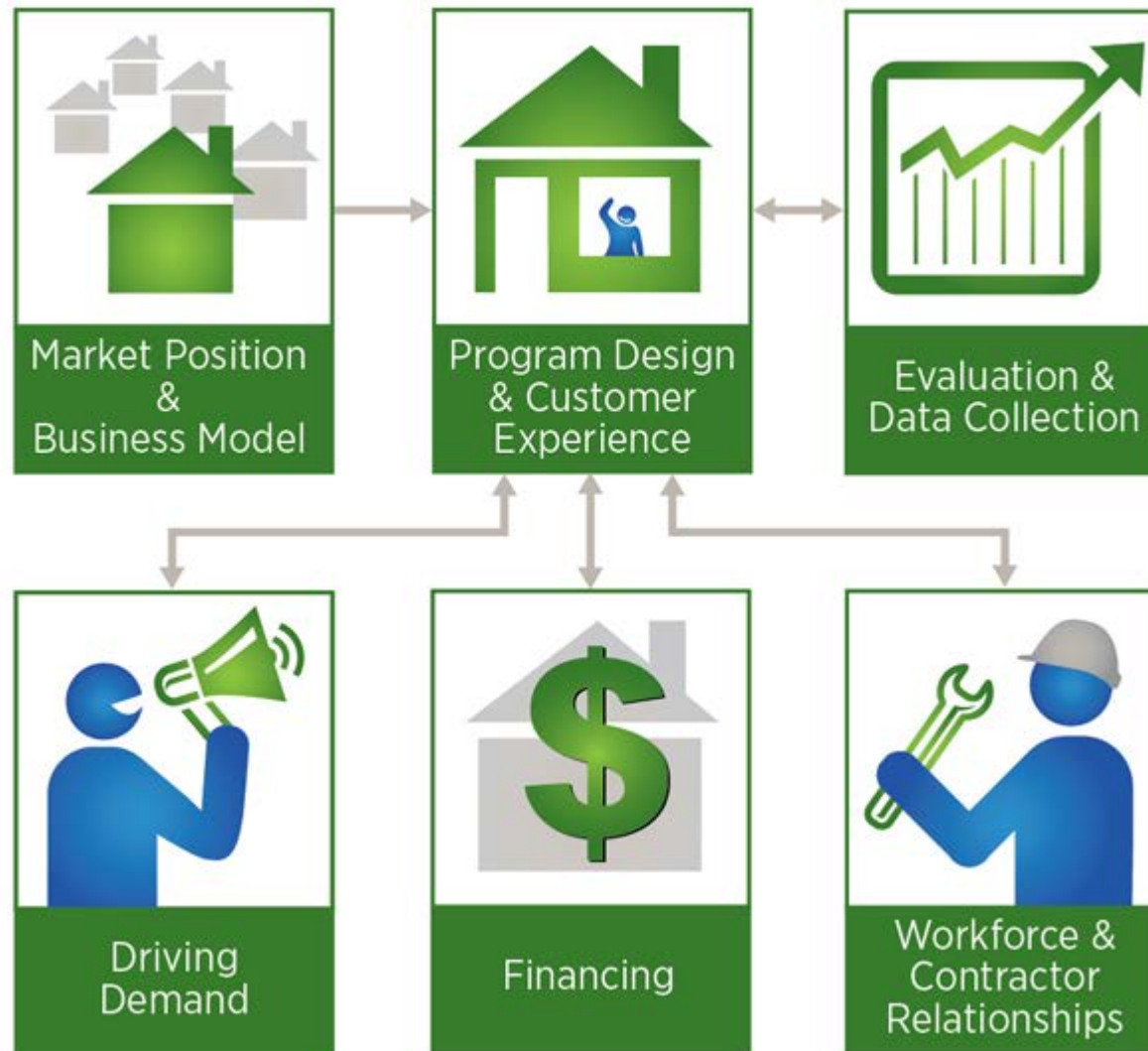
- [Market Position and Business Model – Identify Partners](#)
- [Driving Demand – Communicate Impacts](#)
- [Driving Demand – Assess & Improve Processes](#)

More Handbooks ▶

RECENTLY ADDED RESOURCES

- [Greater Cincinnati Energy Alliance: 1000th Upgrade Press Event](#)
- [Sample RFP: Third-party Process Evaluator](#)
- [Data-Driven Mailing Helps Heat Up Untapped Seattle Market](#)





Centerpiece of the Solution Center

After selecting a Program Component, all Handbooks associated with that component are displayed.



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.

Key Resources

- [Driving Demand for Home Energy Improvements](#) explores strategies that can be used to increase the adoption of comprehensive home energy upgrades

Driving Demand

- [Overview](#)
- [Assess the Market](#)
- [Set Goals & Objectives](#)
- [Identify Partners](#)
- [Make Design Decisions](#)
- [Develop Implementation Plans](#)
- [Develop Evaluation Plans](#)
- [Develop Resources](#)
- [Deliver Program](#)
- [Assess & Improve Processes](#)
- [Communicate Impacts](#)
- Key Topics:

Click the Handbook link to go directly to the Handbook.

Program Design Phases

Better Buildings Residential Program Solution Center

EERE » BTO » Better Buildings Neighborhood Program » Solution Center »

Solution Center Home

- About
 - How to Use This Tool
- Program Components
- Program Design Phases**
- Program Outline
- Content Types
- Glossary

Explore Program Components

- Market Position & Business Model
- Program Design & Customer Experience
- Evaluation & Data Collection
- Driving Demand
- Financing
- Workforce & Contractor Relationships

Look Across Program Design Phases

- Strategy Development
- Planning
- Implementation
- Evaluation

Browse All Program Activities

- Market Position & Business Model
 - Overview
 - Assess the Market
 - Set Goals & Create

Search for Specific Resources

- Content Types
 - Case Studies
 - Examples
 - Handbooks
 - Materials
 - Presentations
 - Success Stories
 - Tools
 - Webinars
- Filter By Customer Income:
- Filter By Neighborhood Type:
- Filter By Program Component:
- Filter By Program Design Phase:
- Filter By State or Territory:

Access content through left-hand navigation bar and central graphic

RECENTLY ADDED HANDBOOKS

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- [Driving Demand – Communicate Impacts](#)
- [Driving Demand – Assess & Improve Processes](#)

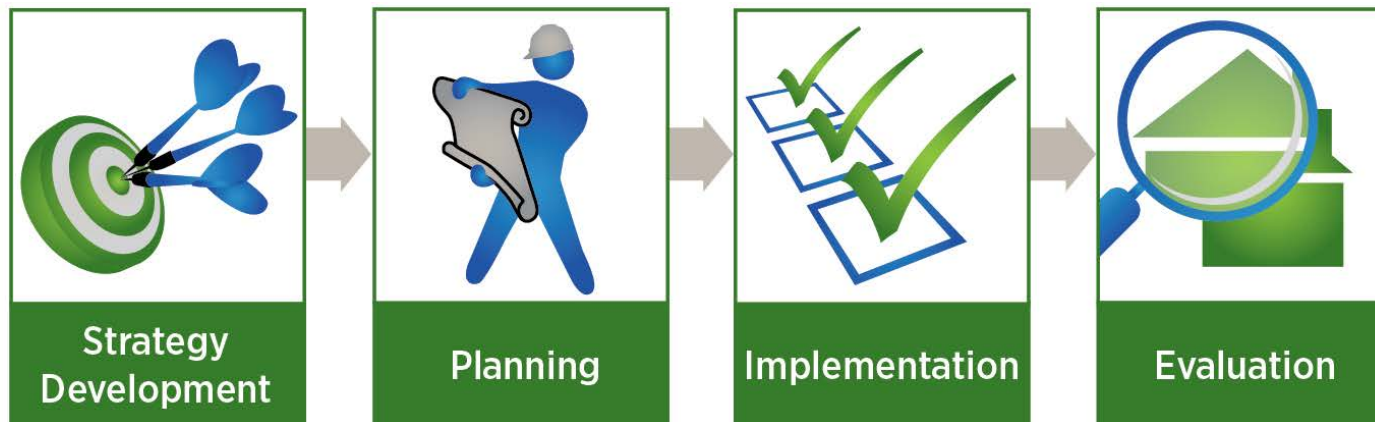
More Handbooks

RECENTLY ADDED RESOURCES

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- [Sample RFP: Third-party Process Evaluator](#)
- [Data-Driven Mailing Helps Heat Up Untapped Seattle Market](#)



Program Design Phases helps users navigate through sequential steps of a program.



- Strategy Development
 - *Assess the Market*
 - *Set Goals & Objectives*
 - *Identify Partners*
 - *Make Design Decisions*
- Planning
 - *Develop Implementation Plans*
 - *Develop Evaluation Plans*
- Implementation
 - *Develop Resources*
 - *Deliver Program*
- Evaluation
 - *Assess & Improve Processes*
 - *Communicate Impacts*



After selecting a Program Design Phase, all stages associated with that design phase are displayed.

Strategy Development

- Assess the Market
- Set Goals & Objectives
- Identify Partners
- Make Design Decisions

Assess the Market

•[Market Position & Business Model](#)

Assess current market offerings, new opportunities for energy efficiency services, and organizational role and capacity

•[Program Design & Customer Experience](#)

Identify options for program focus and scope based on market needs, opportunities, and challenges

•[Driving Demand](#)

Identify and prioritize potential audiences based on their likely receptivity to your program's services

•[Financing](#)

Assess the existing market of and demand for energy efficiency financing products

•[Workforce & Contractor Relationships](#)

Assess availability of qualified energy professionals and potential training providers in your market to support your program

Selecting a stage provides access to all handbooks for that stage across program components.

Program Outline

Better Buildings Residential Program Solution Center

EERE » BTO » Better Buildings Neighborhood Program » Solution Center »

- Solution Center Home
- About
 - How to Use This Tool
- Program Components
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- Program Outline**
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Explore Program Components

Browse All Program Activities

- Market Position & Business Model
 - Overview
 - Assess the Market
 - Set Goals & Objectives
 - more...
- Program Design & Customer Experience
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Search for Specific Resources

- Content Types
 - Case Studies
 - Examples
 - Handbooks
 - Program Materials
 - Program Presentations & Reports
 - Publications
 - Step-by-Step
 - Templates & Forms
 - Tips for Success
 - Tools & Calculators
 - Topical Presentations
 - Webcasts
- Filter By Customer Income:
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- Filter By Program Component:
- Filter By Program Design Phase:
- Filter By State or Territory:

Access content through left-hand navigation bar and central graphic

ADDED HANDBOOKS

- ...on and Business Model – Identify
- ...and – Communicate Impacts
- Driving Demand – Assess & Improve Processes

More Handbooks ▶

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The Program Outline provides a drill-down tool to find Handbooks based on program component.

The screenshot displays a hierarchical menu of program components. The 'Driving Demand' component is expanded, showing a list of sub-topics. An orange arrow points from the 'Overview' sub-topic to a detailed view of the 'Driving Demand - Overview' handbook. This view includes a description, key resources, and navigation tabs.

▶ Market Position & Business Model

▶ Program Design & Customer Experience

▼ Driving Demand

- [Overview](#)
- [Assess the Market](#)
- [Set Goals & Objectives](#)
- [Identify Partners](#)
- [Make Design Decisions](#)
- [Develop Implementation Plans](#)
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- [Communicate Impacts](#)

▶ Key Topics

▶ Financing

▶ Workforce & Contractor Relationships

▶ Evaluation & Data Collection

Driving Demand – Overview

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

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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

Key Resources

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Content Types

Better Buildings Residential Program Solution Center

EERE » BTO » Better Buildings Neighbor

Access content through left-hand navigation bar and central graphic

Solution Center Home

About

How to Use This Tool

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Filter By Customer Income:

Filter By Neighborhood Type:

Filter By Program Component:

Filter By Program Design Phase:

Filter By State or Territory:

RECENTLY ADDED HANDBOOKS

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More Handbooks ▶

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[Sample RFP: Third-party Process Evaluator](#)

[Data-Driven Mailing Helps Heat Up Untapped Seattle Market](#)



Browse content by type

▼ Content Types

Case Studies



Case Studies

A Business Case for Home Performance Contracting

Author: Pacific Northwest National Laboratory

This report contains information on the market for home performance upgrades and the opportunities that exist for new home performance contractors; start-up needs and costs for firms entering the home performance contracting industry; home performance business approaches; and how established home performance contractors attract customers. It also contains detailed profiles of eight successful home performance firms across the United States.

Alternative Underwriting Criteria - Using Utility Bill Payment History as a Proxy for Credit: Case Study on Clean Energy Works Oregon

Author: Lawrence Berkeley National Laboratory

Highlights a Clean Energy Works Oregon program that provides outreach, education, incentives, and low interest, on-bill financing. Using alternative underwriting practices, Clean Energy Works Oregon has achieved a rejection rate of just 10% while also maintaining a low loan default rate.

Austin Energy Residential Power Saver Program

Author: Home Performance Resource Center

This case study focuses on Home Performance with ENERGY STAR rebates and

CURRENT SEARCH

Search found 36 items

[all items]

FILTER BY CUSTOMER INCOME:

[Moderate \(5\)](#)

[Low \(4\)](#)

[High \(1\)](#)

FILTER BY PROGRAM COMPONENT:

[Driving Demand Evaluation & Data Collection \(36\)](#)

[Financing \(36\)](#)

[Market Position & Business Model \(36\)](#)

[Program Design & Customer Experience \(36\)](#)

[Workforce & Contractor Relationships \(36\)](#)

All Content Types can be searched using filtered search or simply browsed.

Search filters include:

- Customer Income
- Neighborhood Type
 - Rural
 - Urban
 - Suburban
- Building Sector
 - Single family
 - Multifamily
- Program Component
- Program Design Phase
- State or Territory

CURRENT SEARCH

Search found 49 items

[all items]

FILTER BY CUSTOMER INCOME:

[Not Assigned \(42\)](#)

[Low \(5\)](#)

[Moderate \(5\)](#)

[High \(1\)](#)

FILTER BY NEIGHBORHOOD TYPE:

[Not Assigned \(49\)](#)

FILTER BY PROGRAM COMPONENT:

[Driving Demand \(15\)](#)

[Financing \(15\)](#)

[Program Design & Customer Experience \(10\)](#)

[Evaluation & Data Collection \(7\)](#)

[Market Position & Business Model \(6\)](#)

[Workforce & Contractor Relationships \(6\)](#)

FILTER BY PROGRAM DESIGN PHASE:

[Strategy Development \(39\)](#)

[Implementation \(35\)](#)

[Planning \(33\)](#)

[Evaluation \(20\)](#)

FILTER BY STATE OR TERRITORY:

Publications

[Delivering Efficiency to Middle Income Households](#)

Author: Lawrence Berkeley National Laboratory

This report identifies steps to deliver significant savings on home energy bills to middle-income U.S. households.



[Existing Homes Program Guide](#)

Author: Consortium for Energy Efficiency

This guide provides background on the existing homes market in the U.S. and Canada and end users and systems in existing homes, as well as a description of energy efficiency program approaches and strategies.

[Rapid Deployment Energy Efficiency Planning Guide](#)

Author: U.S. Environmental Protection Agency and U.S. Department of Energy

This guide helps state and local authorities and energy efficiency program administrators choose successful programs in response to energy efficiency program funding opportunities through the American Recovery and Reinvestment Act of 2009. It provides information and lessons learned about ten different types of programs--such as Home Performance with ENERGY STAR--across the residential, commercial, and industrial sectors.

CURRENT SEARCH

Search found 5 items

[all items]

[\(-\) Moderate](#)

FILTER BY CUSTOMER INCOME:

[\(-\) Moderate](#)

[Low \(3\)](#)

[High \(1\)](#)

FILTER BY PROGRAM COMPONENT:

[Driving Demand Evaluation & Data Collection \(5\)](#)

[Financing \(5\)](#)

[Market Position & Business Model \(5\)](#)

[Program Design & Customer Experience \(5\)](#)

[Workforce & Contractor Relationships \(5\)](#)

Browse content by media type

▼ Content Types

Case Studies

Examples

Handbooks

Program Materials



Program Presentations
& Reports

Publications

Step-by-Step

Templates & Forms

Tips for Success

Tools & Calculators

Topical Presentations

Webcasts

Program Materials

["A Tale of Two Bills" web series](#)

Author: Energy Impact Illinois

Energy Impact Illinois' award winning videos.

[Austin, Texas: Project Timetable](#)

Author: Austin Energy

A project planning timetable template from Austin Energy that reflects all program planning activities, including marketing.

[Boulder County Marketing Plan and Implementation Guide](#)

Author: The Cadmus Group Inc.

This marketing plan and implementation guide includes the marketing goals and objectives for Boulder County, Colorado.

[Business Plan Example - Catering for Kids Business Plan](#)

Author: Bplans

Example business plan to serve as an illustration of a functional and realistic business plan.

Browse content by media type

▼ Content Types

Case Studies

Examples

Handbooks

Program Materials

Program Presentations
& Reports

Publications

Step-by-Step

Templates & Forms



Tips for Success

Tools & Calculators

Topical Presentations

Webcasts

Templates & Forms

[Business Model Worksheet](#)

Author: U.S. Department of Energy

Worksheet for program administrators to map out their programs' business model framework.

[Connecticut Workshop Survey](#)

Author: Connecticut Neighbor to Neighbor Energy Challenge

Short survey for Connecticut's Neighbor to Neighbor Energy Challenge workshop participants. The workshop allowed the program to share its energy efficiency offerings with homeowners.

[Creating a Partnership Agreement Planning Worksheet](#)

Author: U.S. Department of Energy

One-page template to use when developing a partnership agreement between the energy efficiency upgrade program and another organization.

[DOE Template Financial Institution RFP](#)

Author: U.S. Department of Energy

A template competitive procurement procedure to award loan loss reserve funds to a financial institution partner.

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Solution Center Home

About

How to Use This Tool

Program Components

Program Design Phases

Program Outline

Content Types

Glossary

Explore Program Components

- Market Position & Business Model
- Program Design & Customer Experience
- Driving Demand
- Financing
- Workforce & Contractor Relationships

Look Across Program Design Phases

- Strategy Development
- Planning
- Implementation
- Evaluation

Browse All Program Activities

- Market Position & Business Model
 - Overview
 - Assess the Market
 - Set Goals & Objectives
 - more...
- Program Design & Customer Experience
- Driving Demand
- Financing
- Workforce & Contractor Relationships
- Evaluation & Data Collection

Search for Specific Resources

- Content Types
 - Case Studies
 - Examples
 - Handbooks
 - Program Materials
 - Program Presentations & Reports
 - Publications
 - Step-by-Step
 - Templates & Forms
 - Tips for Success
 - Tools & Calculators
 - Topical Presentations
 - Webcasts

Filter By Customer Income:
Filter By Neighborhood Type:
Filter By Program Component:
Filter By Program Design Phase:
Filter By State or Territory:

RECENTLY ADDED HANDBOOKS

[Market Position and Business Model – Identify Partners](#)

[Driving Demand – Communicate Impacts](#)

[Driving Demand – Assess & Improve Processes](#)

More Handbooks ▶

RECENTLY ADDED RESOURCES

[Greater Cincinnati Energy Alliance: 1000th Upgrade Press Event](#)

[Sample RFP: Third-party Process Evaluator](#)

[Data-Driven Mailing Helps Heat Up Untapped Seattle Market](#)



Examples

Chrissi Antonopoulos

Pacific Northwest National Laboratory

One Example

My recent campaign isn't getting the kind of uptake I was expecting. It seemed like the messages just aren't resonating with the homeowners I am targeting...

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Solution Center Home

- About
- Program Components
- Program Design Phases
- Program Outline
- Content Types
- Glossary

Explore Program Components

- Business Model
- Experience
- Marketing
- Driving Demand
- Financing
- Workforce & Contractor Relationships

Look Across Program Design Phases

- Strategy Development
- Planning
- Implementation
- Evaluation

Browse All Program Activities

- Market Position & Business Model
 - Overview
 - Assess the Market
 - Set Goals & Objectives
 - more...
- Program Design & Customer Experience
- Driving Demand
- Financing
- Workforce & Contractor Relationships
- Evaluation & Data Collection

Search for Specific Resources

- Content Types
 - Case Studies
 - Examples
 - Handbooks
 - Program Materials
 - Program Presentations & Reports
 - Publications
 - Step-by-Step
 - Templates & Forms
 - Tips for Success
 - Tools & Calculators
 - Topical Presentations
 - Webcasts
- Filter By Customer Income:
- Filter By Neighborhood Type:
- Filter By Program Component:
- Filter By Program Design Phase:
- Filter By State or Territory:

RECENTLY ADDED HANDBOOKS

- [Market Position & Business Model – Make Design Decisions](#)
- [Market Position and Business Model – Identify Partners](#)
- [Driving Demand – Communicate Impacts](#)

More Handbooks »

RECENTLY ADDED RESOURCES

- [Greater Cincinnati Energy Alliance: 1000th Upgrade Press Event](#)
- [Sample RFP: Third-party Process Evaluator](#)
- [Data-Driven Mailing Helps Heat Up Untapped Seattle Market](#)



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SEARCH

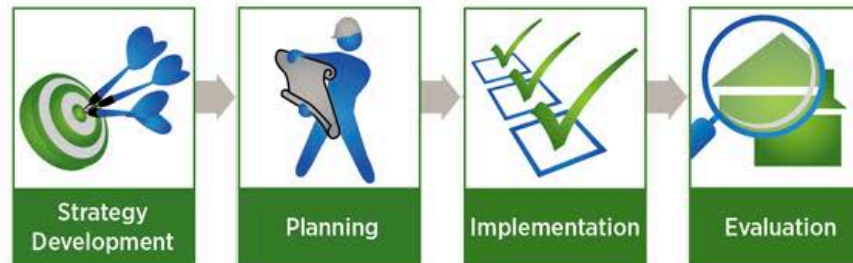
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Solution Center Home

- ▶ About
- ▶ Program Components
- ▶ Program Design Phases
 - Strategy Development
 - Planning
 - Implementation
 - Evaluation
- ▶ Program Outline
- ▶ Content Types
- Glossary

Program Design Phases

Select a residential energy efficiency program design phase from the image below to access handbooks relevant to that stage across all six program components.



Strategy Development

- [Assess the Market](#)
- [Set Goals & Objectives](#)
- [Identify Partners](#)
- [Make Design Decisions](#)

Make Design Decisions

- [Driving Demand – Make Design Decisions](#)
Decide on target audience segments, messages, marketing strategies, and incentives
- [Financing – Make Design Decisions](#)
Decide on financing products, including the approach to loan capitalization and customer loan offerings
- [Market Position & Business Model – Make Design Decisions](#)
Establish governance and decision processes; develop value proposition and business model for energy efficiency services

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[EERE](#) » [BTO](#) » [Better Buildings Neighborhood Program](#) » [Solution Center](#) » [Handbooks](#)

[Solution Center Home](#)

- ▶ [About](#)
- ▶ [Program Components](#)
- ▶ [Program Design Phases](#)
- ▶ [Program Outline](#)
- ▶ [Content Types](#)
- ▶ [Glossary](#)

Driving Demand – Make Design Decisions

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

Description

Driving Demand – Stages

1. [Driving Demand – Assess the Market](#)
2. [Driving Demand – Set Goals & Objectives](#)
3. [Driving Demand – Identify Partners](#)
4. **YOU ARE HERE: Driving Demand – Make Design Decisions**
5. [Driving Demand – Develop Implementation Plans](#)
6. [Driving Demand – Develop Evaluation Plans](#)
7. [Driving Demand – Develop Resources](#)
8. [Driving Demand – Deliver Program](#)
9. [Driving Demand – Assess & Improve Processes](#)
10. [Driving Demand – Communicate Impacts](#)

Armed with your [market assessment](#), [goals and objectives](#), and [strategic partners](#), you are ready to make decisions about which audiences to focus on first; what you will tell those audiences; how to brand your program; and what marketing strategies, tactics, and incentives are needed to help you achieve your program goals and objectives.

The driving demand decisions you will need to make at this stage, in coordination with other program activities, include:

- Finalize your priority target audiences
- Articulate your program's value proposition for customers
- Develop messages that motivate action

Step-by-Step

Driving Demand – Make Design Decisions

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

Step-By-Step

The following steps touch on some of the key decision points in designing your driving demand strategies; however, program administrators should take into account the unique aspects of their market and customers effective approaches possible.

You will need to make a number of design decisions before formally drafting your program's [driving d](#) including:

- Finalize your priority target audiences
- Articulate your value proposition for customers
- Develop messages that motivate action
- Build a consistent messaging platform
- Decide on strategies and tactics
- Design financial and non-financial incentives

At this point, as in many steps in the driving demand process, it is also important to engage your stakeholders and communities that the program impacts and who in turn impact the program – concern the messages that will motivate those audiences. Tapping into their knowledge of your customer can effort in the long run.

- Finalize Your Priority Target Audience
- Articulate Your Value Proposition for Customers
- **Develop Messages That Motivate Action**
- Build a Consistent Messaging Platform
- Develop Strategies and Tactics
- Design Financial and Non-Financial Incentives

Articulate Your Value Proposition for Customers

Develop Messages That Motivate Action

A message map is a one-page document that elaborates on the value proposition of your program. It sets forth the key message you wish to communicate about your program and any supporting messages that help you make the case to your audiences.

Understanding what motivates your priority target audiences and what prevents them from taking action is very important to creating messages that will help drive demand for your program. Developing succinct and compelling messages for reaching your target audience is critical to the success of your marketing efforts.

It can be difficult to "sell" home energy upgrades to homeowners. Your potential customers may not be interested due to barriers ranging from cost to hassle to lack of understanding of the benefits to other life events occupying their time and attention.

This stage is where your [market research](#) is particularly useful. Leverage the motivations and barriers you identified earlier to develop compelling messages, strategies, and tactics that might motivate your target audiences to action.

- For example, Recurve, a home energy improvement company based in San Francisco, California, found that a significant number of its customers are primarily motivated by health issues due to children with asthma or mold allergies.

Energy efficiency programs around the country have used a variety of messages to effectively drive demand for upgrades, but a good rule of thumb to remember is "sell something people want."

- Marketing experts estimate that you only have about three to five seconds to catch someone's attention, so messages and materials need to be able to cut through the marketing "noise" and make a strong, immediate, and positive impression on your target audience. Keep in mind that the average person is exposed to 2,000 to 3,000 marketing messages each day.
- Avoid technical jargon ("retrofit") or words with a negative association ("audit," which can make people think of a tax audit).
- Messages about home comfort, cost savings, health, and community pride may be effective in engaging potential customers.

Possible Energy Efficiency Message Themes

- Increase your family's comfort and well-being.
- Make an investment to protect and maintain your most valuable asset: your home.
- Take control of your utility bills.
- We help make it easy to upgrade your home, find a contractor you can trust, and qualify for rebates.
- Your neighbors are making home energy improvements – why don't you?
- Help protect your family's health from mold, allergies, and asthma.
- Join your neighbors in supporting your community and reducing air pollution.

For more ideas and examples, explore the [Tips for Success](#) and [Examples](#) tabs in this handbook.

Another Example

I have a number of customers who dropped out of the program, but I don't know what happened...maybe I should ask them?

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U.S. DEPARTMENT OF **ENERGY** | Energy Efficiency & Renewable Energy

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Solution Center Home

- About
 - How to Use This Tool
- Program Components
- Program Design Phases
- Program Outline
- Content Types
- Glossary

Explore Program Components

- Driving Demand
- Financing
- Workforce & Contractor Relationships

Look Across Program Design Phases

- Strategy Development
- Planning
- Implementation
- Evaluation

Browse All Program Activities

- Market Position & Business Model
 - Overview
 - Assess the Market
 - Set Goals & Objectives
 - more...
- Program Design & Customer Experience
- Driving Demand
- Financing
- Workforce & Contractor Relationships
- Evaluation & Data Collection

Search for Specific Resources

- Content Types
 - Case Studies
 - Examples
 - Handbooks
 - Program Materials
 - Program Presentations & Reports
 - Publications
 - Step-by-Step
 - Templates & Forms
 - Tips for Success
 - Tools & Calculators
 - Topical Presentations
 - Webcasts
- Filter By Customer Income:
- Filter By Neighborhood Type:
- Filter By Program Component:
- Filter By Program Design Phase:
- Filter By State or Territory:

RECENTLY ADDED HANDBOOKS

- [Market Position and Business Model – Identify Partners](#)
- [Driving Demand – Communicate Impacts](#)
- [Driving Demand – Assess & Improve Processes](#)

More Handbooks

RECENTLY ADDED RESOURCES

- [Greater Cincinnati Energy Alliance: 1000th Upgrade Press Event](#)
- [Sample RFP: Third-party Process Evaluator](#)
- [Data-Driven Mailing Helps Heat Up Untapped Seattle Market](#)

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Link to document directly through search results

Better Buildings Residential Program Solution Center

EERE » BTO » Better Buildings Neighborhood Program » Solution Center » Search » Content


Solution Center Home

Search

Enter your keywords

Search results

1. [Los Angeles County Energy Program Energy Issues Survey Results Presentation](#)
Los Angeles County Energy Program Energy Issues **Survey** Results Presentation Author: Los Angeles County Public Works Department. ...
County presented results of its energy issues **survey** of homeowners. ...
DrupalSysop - 04/26/2013 - 13:14
2. [Example Phone Survey for Screened-out Applicants](#)
... Publication Date: 2011 Sample phone **survey** for applicants who have been screened out.
DrupalSysop - 05/02/2013 - 06:19
3. [RePower Bainbridge Upgrade Survey](#)
RePower Bainbridge Upgrade **Survey** Author: RePower Bainbridge. Publication Date: 2011
RePower. ...
DrupalSysop - 04/26/2013 - 13:14
4. [Example Phone Survey for Drop-Outs](#)
Example Phone **Survey** for Drop-Outs c-239_surveydropout.pdf Publication Date: 2011
drop-outs. ...
DrupalSysop - 04/26/2013 - 13:12
5. [Los Angeles County Energy Issues Phone Survey](#)
Los Angeles County Energy Issues Phone **Survey** Author: Los Angeles County Public Works Department. ...
County used to **survey** homeowners about energy issues. ...



Example Phone Survey For Participant Drop Outs

Prepared by Research into Action for the U.S. Department of Energy

Designed as phone survey

At some point in the last year, you applied to participate in [Program], a project that provides [home performance assessments and financing opportunities] for energy efficiency improvements in [target area]. You are part of a small group of initial participants, so your opinions and experiences about the program are very valuable to us. I would like to ask you some questions about your experience; it should take about 15 minutes.

Is this a good time? [if not, can we schedule a better time?]

Are you on a cell phone? If so, would you prefer I call you on a land line?

If they want to continue: Can you confirm that you are not driving and that you are able to complete the call safely right now? If not, I'm happy to call you back at a better time.

Thank you for your time today...

Have a few questions about your first contact with the program...

How did you first hear of [program] opportunity?

- Word of mouth (co-worker, friend, family member, neighbor)
- Media (TV, newspaper, radio)
- List serv or forwarded email, electronic post
- Utility (bill insert, letter, website link)
- Someone came to my door
- Another way, please specify: _____
- Don't remember

Using a one-to-five scale, where "1" means *strongly disagree* and "5" means *strongly agree*, to what extent do you agree that:

	1	2	3	4	5	DK
Finding the application on-line was easy						
Completing the on-line application was easy						
I could find answers to my questions on the website						

If you had any difficulty with any of these aspects, what would have made it easier for you?

I'm going to list several reasons you might have applied to [program], for each reason, please tell me how important it was on your decision to apply, using a one-to-five scale where one means "this factor was not important" and five means "this factor was very important."

How important was it for you to...

OR...use the browse options

Better Buildings Residential Program Solution Center

EERE » BTO » Better Buildings Neighborhood Program » Solution Center »

Solution Center Home

- ▶ About
- ▶ Program Components
- ▶ Program Design Phases
- Program Outline
- ▶ Content Types
- Glossary

Explore Program Components

- Market Position & Business Model
- Program Design & Customer Experience
- Evaluation & Data Collection
- Driving Demand
- Financing
- Workforce & Contractor Relationships

Look Across Program Design Phases

- Strategy Development
- Planning
- Implementation
- Evaluation

Browse All Program Activities

- Market Position & Business Model
 - Overview
 - Assess the Market
 - Set Goals & Objectives
 - more...
- Program Design & Customer Experience
- Driving Demand
- Financing
- Workforce & Contractor Relationships
- Evaluation & Data Collection

Search for Specific Resources

- Content Types
 - Case Studies
 - Examples
 - Handbooks
 - Program Materials
 - Program Presentations & Reports
- Webcasts

Filter By Customer Income:
Filter By Neighborhood Type:
Filter By Program Component:

RECENTLY ADDED HANDBOOKS

[Market Position & Business Model – Make Design Decisions](#)

[Market Position and Business Model – Identify Partners](#)

[Driving Demand – Communicate Impacts](#)

More Handbooks ▶

RECENTLY ADDED RESOURCES

[Greater Cincinnati Energy Alliance: 1000th Upgrade Press Event](#)

[Sample RFP: Third-party Process Evaluator](#)

[Data-Driven Marketing Helps Heat Up Untapped South Market](#)



Solution Center Home

- ▶ About
- ▶ Program Components
- ▶ Program Design Phases

Program Outline

Content Types

- Case Studies
- Examples
- Handbooks
- Program Materials
- Program Presentations & Reports
- Publications
- Step-by-Step
- Templates & Forms
- Tips for Success
- Tools & Calculators
- Topical Presentations
- Webcasts

Glossary

Templates & Forms

[Example of a Survey for Participants Who Completed Energy Upgrades](#) 

Author: U.S. Department of Energy
Publication Date: 2011

Sample email survey template for successful program participants.

[Example Phone Survey for Drop-Outs](#) 

Author: Research Into Action
Publication Date: 2011

Sample phone survey template for program drop-outs.

[Example Phone Survey for Screened-out Applicants](#) 

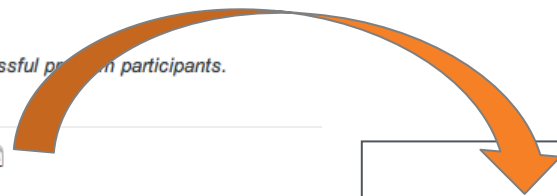
Author: U.S. Department of Energy
Publication Date: 2011


Sample phone survey for applicants who have been screened out from participating.

[Home Performance XML Schema](#)

Author: National Home Performance Council
Publication Date: 2012

Two draft data transfer standards are designed to facilitate transfer of the data system to another, reducing the reporting burden on contractors and programs making it easier for software developers to create reports





Example Phone Survey For Screened-Out Applicants

Prepared by Research into Action for the U.S. Department of Energy

Designed as phone survey

At some point in the last year, you applied to participate in a project that provides home performance assessments and financing opportunities for energy efficiency projects in [location] homes.

Applying for this program required you to [do something] and complete an application. I know you did not end up participating in the program, but I'd like to ask you a few questions about your experience and what you were looking for when you applied.

You are part of a small group of initial applicants, so your opinions and experiences about the program are very valuable to us and will inform discussions about program improvements. I would like to ask you some questions about your experience; it should take about 10 minutes.

Is this a good time? *[If not, can we schedule a better time?]*

Are you on a cell phone?

If yes:

Would you prefer I call you on a landline phone number?

If they want to continue: *Can you confirm that you are not driving and that you are able to complete the call safely right now? If not, I'm happy to call you back at a better time.*

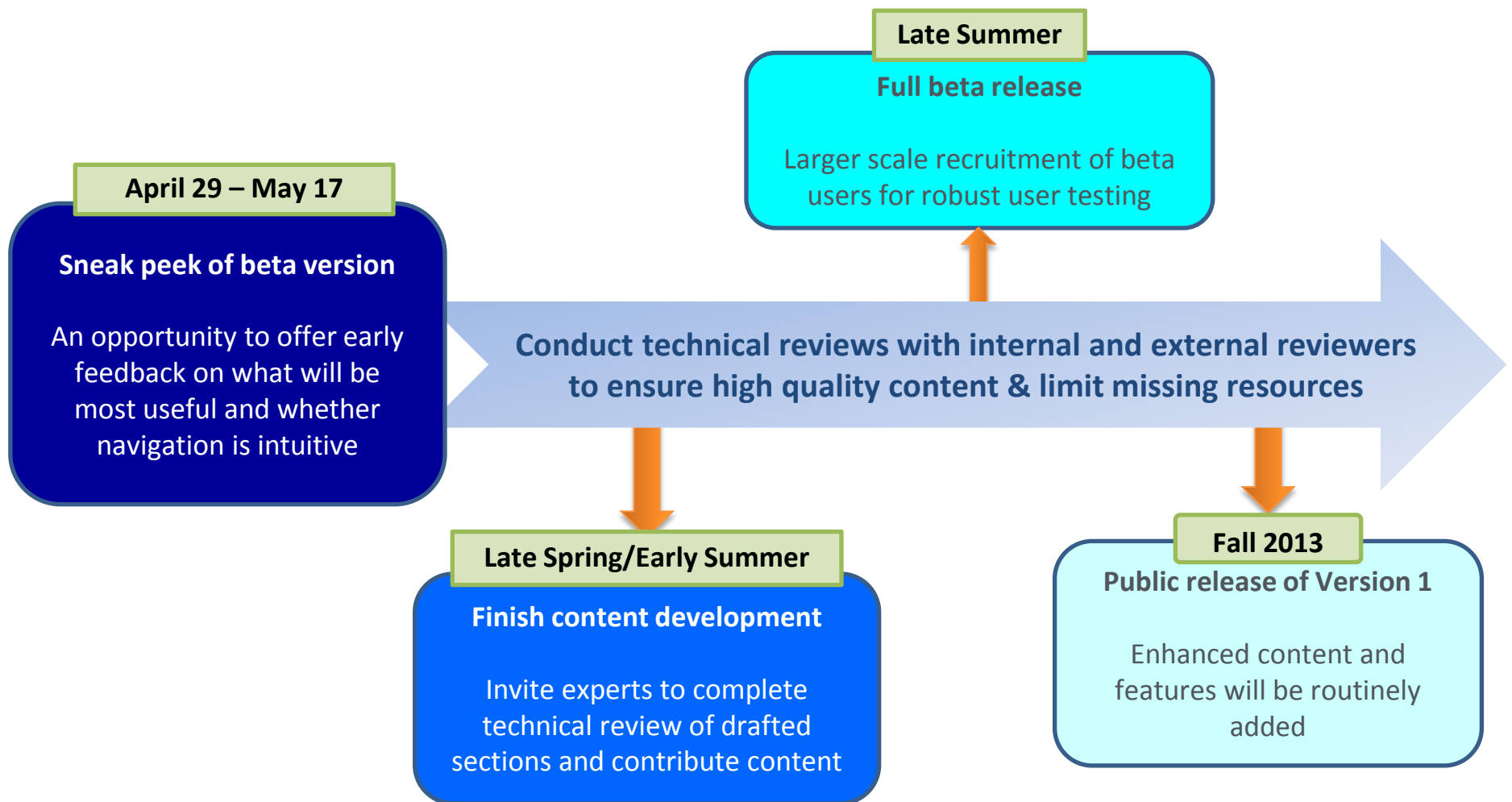
Thank you for your time today...

I have a few questions about your first contact with the program...

- How did you first hear of the [name of program] project?
 - Word of mouth (co-worker, friend, family member, neighbor)
 - Media (TV, newspaper, radio)
 - List serv or forwarded email, electronic post
 - Utility (bill insert, letter, website link)
 - Someone knocked on my door
 - Another way, please specify: _____
 - Don't remember
- Thinking back to when you applied to the program, did you have any difficulties?
 - Navigating the [program] website? [Yes/no/don't know or don't remember]
If yes: what happened?

Next Steps

Solution Center Development & Rollout Schedule



- Content will be continuously populated and updated after Version 1 release
- Enhancements & new features will be added as budgets allow

- Scheduled for Summer 2013
- Goal: Improve quality of Solution Center content
- Comments will be collected on all program components (6) and stages of implementation (10) to:
 - Examine technical validity and relevance of information
 - Determine where updates are needed
 - Find and fill information gaps
 - Identify any missing existing resources and reduce redundancies
 - Identify content / information with unique or improved solutions to challenges that should be further highlighted

To be part of the peer review process, please email:
BBResidentialNetwork@ee.doe.gov.

Now:

- Type your question in the chat box OR
- Raise your hand and we will un-mute your line so you can ask your question

Later:

- Email: BBResidentialNetwork@ee.doe.gov
 - Send questions & feedback
 - Volunteer to be part of the peer review process
 - Request access to beta testing version of the site

- The Solution Center is an online database of lessons learned around residential energy upgrade programs and practices.
- Initial content release will be based largely on Better Buildings Neighborhood Program and Home Performance with ENERGY STAR lessons learned.
- New content will flow from the Better Buildings Residential Network.
- The Solution Center is a living database that will be continually populated and updated.

Future Features

Three Mechanisms for Comments from Registered Users

1. Submit specific comments on each handbook using the “FEEDBACK” links within the handbooks (*see next slide*).
2. A general comments and content submission feature will be added.
3. Email comments to: BBResidentialNetwork@ee.doe.gov

Workforce & Contractor Relationships – Overview

[Feedback](#)

Description

Key Topics

Step-by-Step

Tips for Success

Examples

Toolbox

More

Description

Effective energy efficiency upgrade programs provide energy efficiency products and services through skilled energy professionals. These programs coordinate customer demand for energy-efficient products with a supply of energy professionals who deliver these services in the market. Energy professionals include energy advisors, energy auditors, evaluators, building contractors, and others. Because the

Feedback

Handbook name

Do you have suggestions to improve this content?

Did this page resolve your question or help you learn?

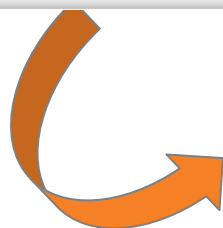
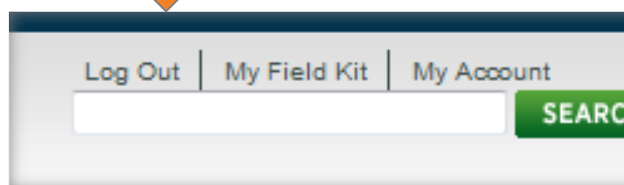
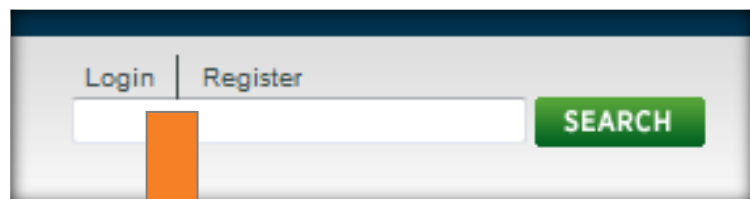
- Yes
 Maybe
 No (please explain below)

Other Comments

Submit

Registered users can provide feedback on the Solution Center and its content




Registration Option with Log In for Customization & Saving



Danielle's Field Kit

[View](#) [Edit](#) [Field Kit](#)

Handbooks

	Driving Demand - Overview
	Market Position & Business Model - Assess the Market
	Financing - Overview



- Look for the Field Kit icon to add content
- **COMING:** Mobile access to your Field Kit.