



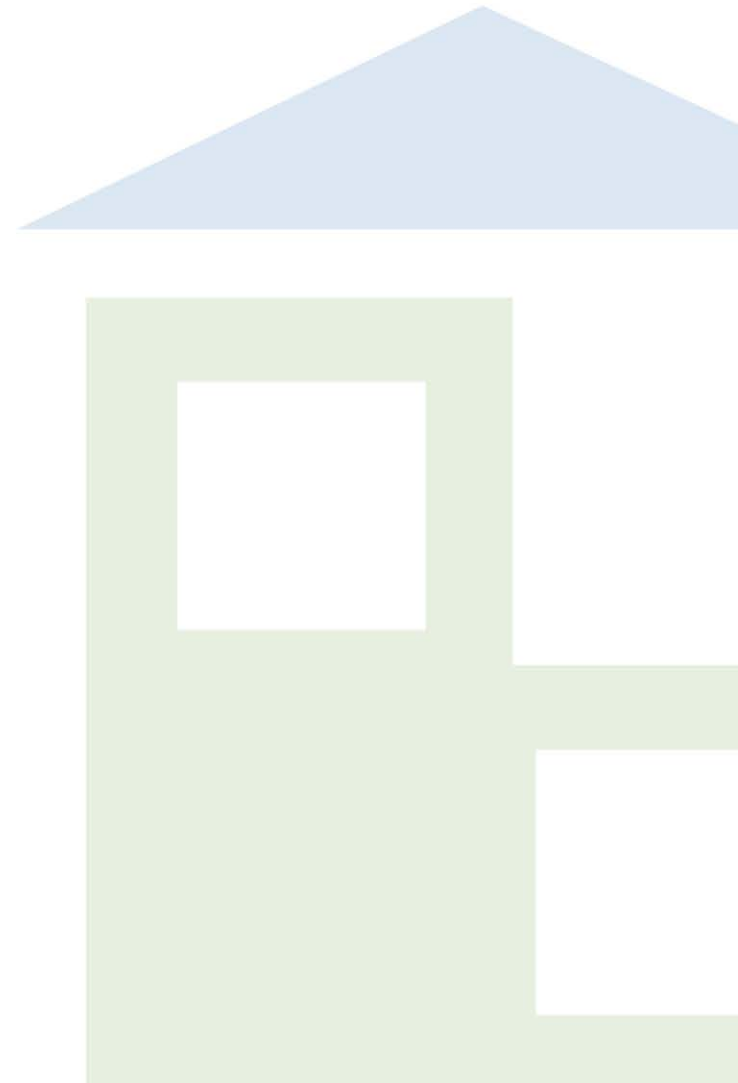
What's Working in Residential Energy Efficiency Upgrade Programs

Promising Approaches and Lessons Learned

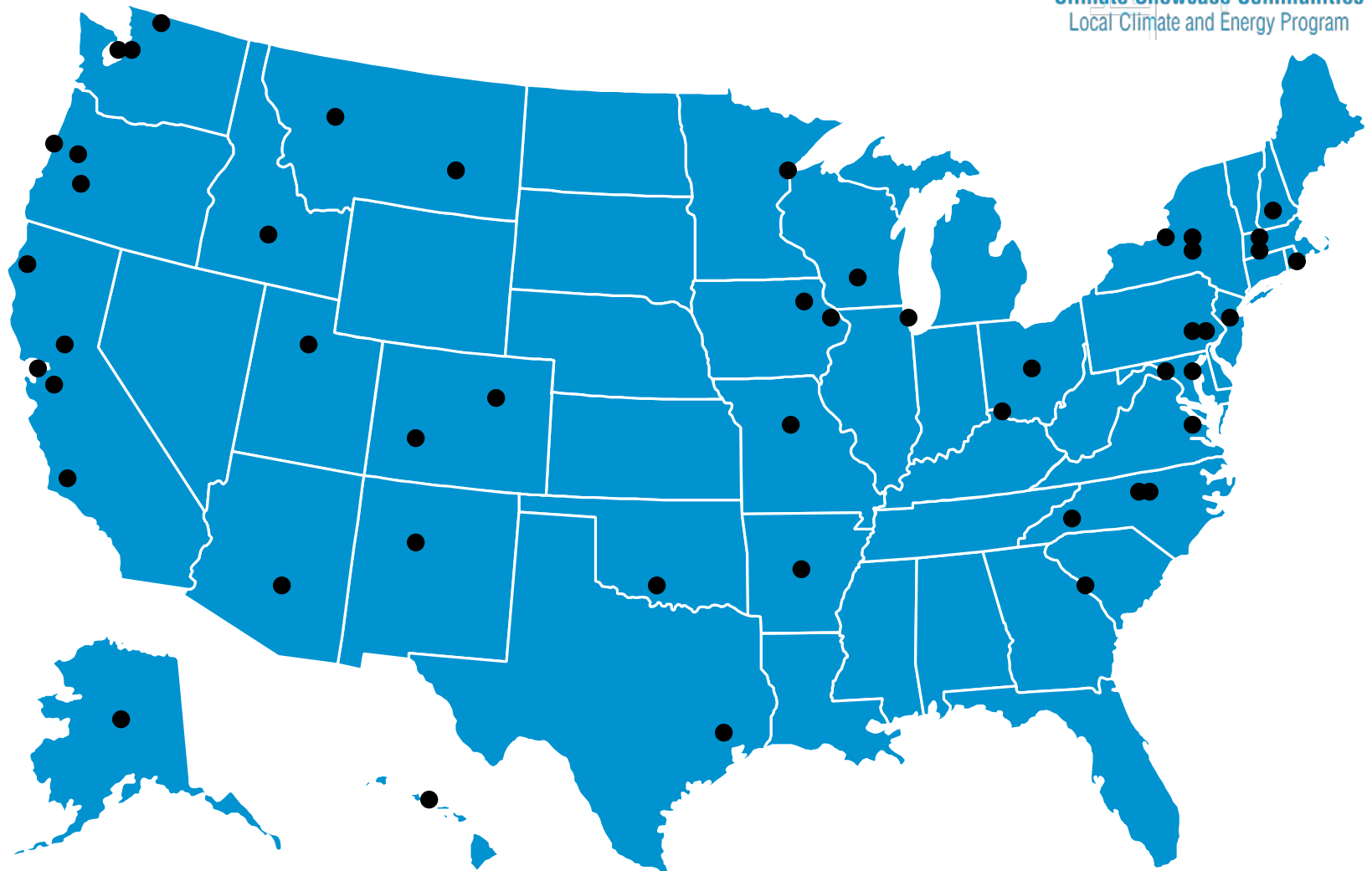
Danielle Sass Byrnett

BetterBuildings Program

U.S. Department of Energy



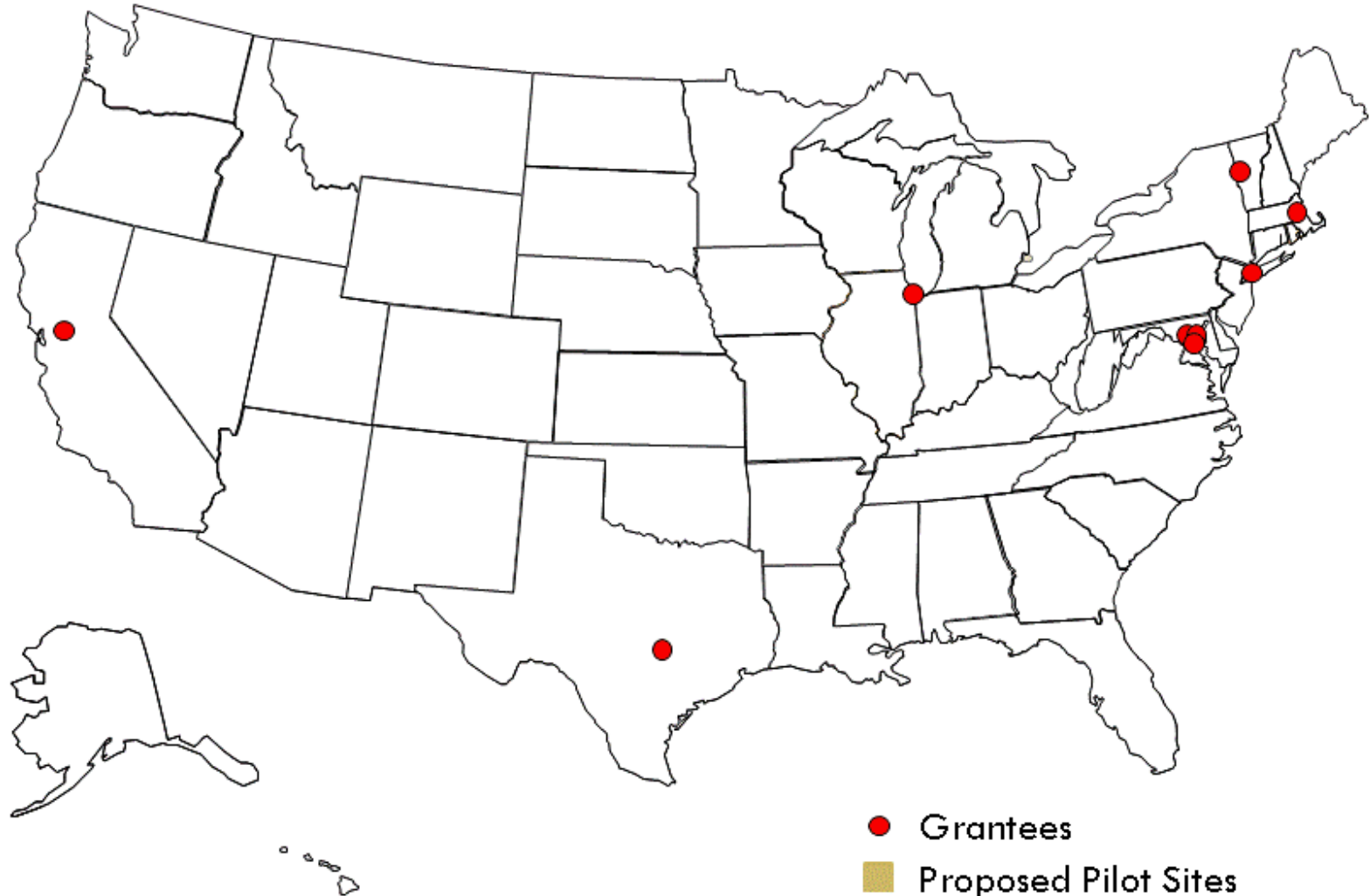
EPA Climate Showcase Communities Program - Active Partners



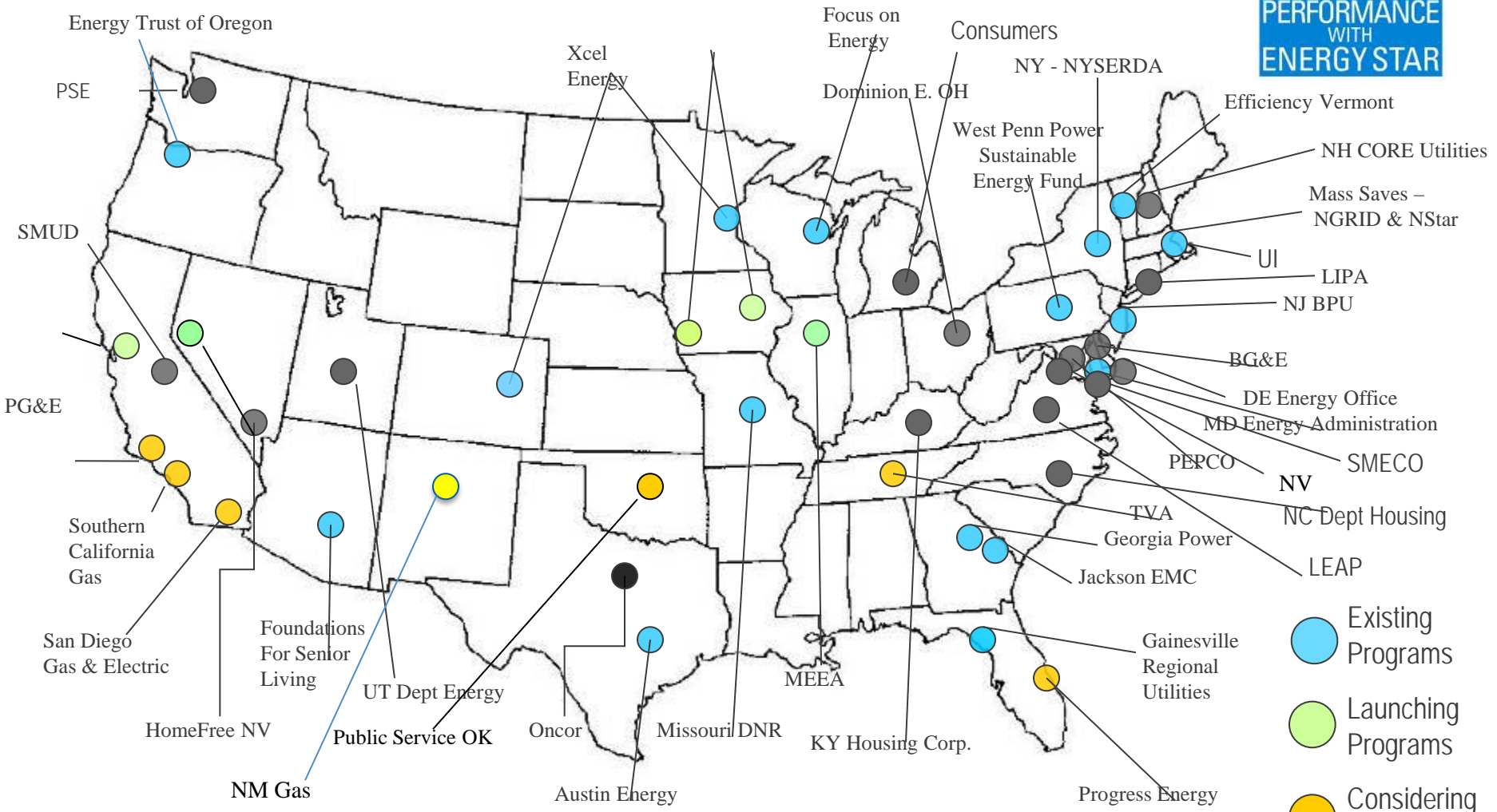
Doris Duke Charitable Foundation - Partner Projects



DORIS DUKE
CHARITABLE FOUNDATION

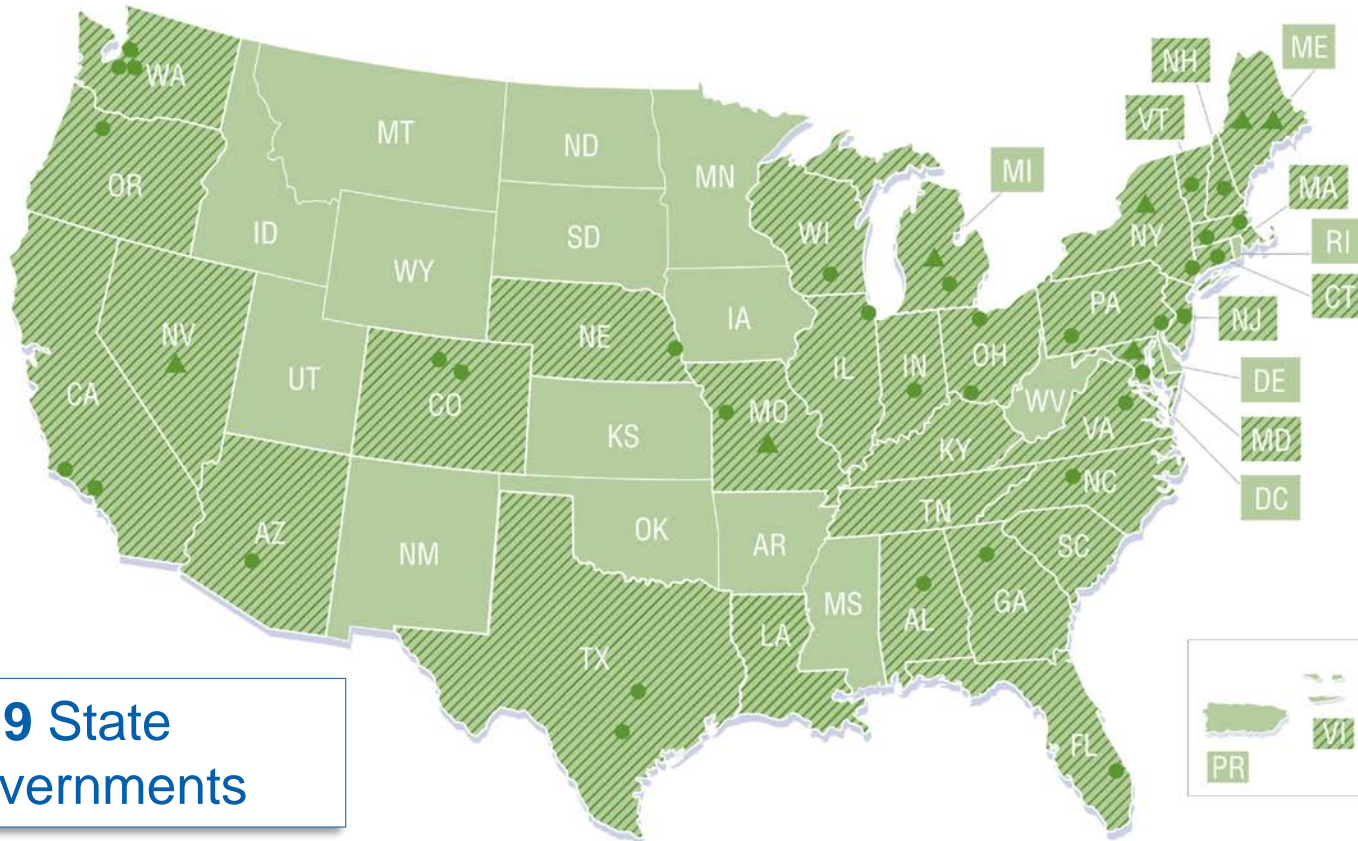


Home Performance with ENERGY STAR® - Program Sponsors



110,000+ homes improved!

BetterBuildings – Communities Across the U.S.



9 State Governments

28 Local Governments

- City/County Level Grant
- ▲ Statewide Grant
- ▨ States with Grant Activity

4 Non-Governmental Organizations

Vision

A self-sustaining market for building energy efficiency upgrades that results in economic, environmental, and energy benefits across the United States

Program Goals by Late 2013

- Conduct energy efficiency improvements in 170,000 buildings
- Create or retain approximately 30,000 jobs
- Achieve 15 to 30 percent energy savings per upgraded building
- Save Americans approximately \$65 million annually on their energy bills

Goals to Leverage Grants for the Market

- Develop sustainable energy efficiency improvement programs
- Share lessons learned to enable expansion across the U.S.

Addressing Market Barriers and Developing Replicable Business Models

Driving Demand

- Partner with community organizations
- Neighborhood sweeps
- Energy efficiency concierges
- Social media

→ *32 Different Approaches Being Tested*

Financing

- Seed funding to attract private investment
- Long-term, low interest financing
- Secured and unsecured loans

→ *21 Combinations Being Tested*

Workforce

- Community colleges train for BPI certification
- Contractor sales training
- Business equipment leases

→ *9 Models Being Tested*

Data and Evaluation

- Collect critical data to identify what works & why
- Evaluate estimated and actual energy savings
- Identify cost-effective packages

→ *11 Evaluations Being Performed*

Accomplishments - Program Launches



Bolded grantees held launch events. *Italicized grantees* held soft launches. SEEA subgrantees are launching at various times.

Documenting Lessons Learned

- Five case studies highlight program approaches:
 - Getting Started
 - Seattle, WA: Community Partnerships Work to Extend Program Reach
 - Program Design:
 - Michigan: Sweeping the State for Ultimate Success
 - Driving Demand
 - Austin, TX: Best Offer Ever Produces 564 Upgrades in Record Time
 - Rutland, VT: How Local Ties Lead to Local Wins
 - Workforce
 - Austin, TX: Let Your Contractor Be Your Guide for Big Rewards



Case studies available at betterbuildings.energy.gov
News & Resources