

### BETTER BUILDINGS RESIDENTIAL NETWORK

The Better Buildings Residential Network hosts a series of Peer Exchange Calls for members to discuss similar needs and challenges, and to collectively identify effective strategies and useful resources. Following is a sample of lessons learned shared by members during various Peer Exchange Calls, with the call title and date listed. Full summaries of each call are available on the [Network's Group on the Home Energy Pros website](#).\*

- ▶ **Utilities:** To make collaboration with a utility easier, show how energy efficiency can solve a financial, public relations, or customer service problem for the utility.
  - “Collaborating With Utilities on Residential Energy Efficiency Stakeholder Mapping,” June 12, 2014
- ▶ **Rebates:** Point-based systems for determining rebates based on typical combinations of energy upgrade measures can be a cost-effective alternative to full modeling projections for multifamily properties.
  - “Cost-Effective Modeling and Savings Projections for Multifamily Projects,” June 26, 2014
- ▶ **Stakeholder Mapping:** In order to be successful, programs cannot operate from the bedroom with the windows shut and doors closed. They have to engage their stakeholders.
  - “Stakeholder Mapping: Identifying Leaders, Target Audiences, and Gaps in Outreach,” June 26, 2014
- ▶ **Marketing:** Keep energy efficiency program messaging warm, friendly, and personal. Programs found this approach helps promote behavioral change better than some other messaging.
  - “Incorporating Behavior Change Efforts Into Energy Efficiency Programs,” July 10, 2014
- ▶ **Data:**

Outline what your organization needs in a data tracking and evaluation system at the beginning of the process to avoid rework or collecting unnecessary data.

  - “Cost-Effective Customer-Focused and Contractor-Focused Data Tracking Systems,” July 24, 2014

Consider using customized, off-the-shelf customer relationship management systems. They might require significant staff time and effort, but many programs found the investment worthwhile.

  - “Cost-Effective Customer-Focused and Contractor-Focused Data Tracking Systems,” July 24, 2014
- ▶ **Workforce:** Provide contractors with a shift in perspective to break down sales. For example, rather than selling a \$10,000 loan, contractors should focus on selling a service (e.g., replacing the furnace) at a monthly cost (e.g., \$200 per month).
  - “Effective Loan Program Design and Integration With Contractors,” July 24, 2014

Offer guided peer-to-peer learning opportunities for contractors, such as online discussions. These peer sharing opportunities can make a big difference as a training component.

  - “Home Performance Training and Mentoring: Lessons and Resources,” August 14, 2014
- ▶ **Real Estate:** Educate consumers to maintain their house proactively instead of waiting until things break to fix them.
  - “Mastermind Session With Arlington County, Virginia,” August 14, 2014

Peer Exchange Calls are scheduled on the second and fourth Thursdays of the month from 12:30 to 2:00 p.m. and from 3:00 to 4:30 p.m. Eastern. The schedule is announced on the Better Buildings Residential Network Group on the Home Energy Pros website and in the *Better Buildings Network View* newsletter.

Topics include:

- ▶ Data and Evaluation
- ▶ Financing and Revenue
- ▶ Marketing and Outreach
- ▶ Multifamily and Low-Income Housing
- ▶ Program Sustainability
- ▶ Workforce/Business Partners

“Better Buildings Residential Network Peer Exchange Calls are invaluable to the industry. This kind of lessons-sharing is critical.”

— Don MacOdrom, Home Performance Guild of Oregon, speaker on June 12, 2013, Peer Exchange Call

For more information, contact [bbresidentialnetwork@ee.doe.gov](mailto:bbresidentialnetwork@ee.doe.gov).

\*DOE shares the items above as information, rather than endorsement.