

The Better Buildings Residential Network hosts weekly Peer Exchange Calls that connect energy efficiency programs and partners to share best practices and learn from one another to increase the number of homes that are energy efficient. Follow the links below to view full summaries of each call, and visit the [Better Buildings Residential Network website](#) to view a schedule of upcoming Peer Exchange Calls.



**Develop tailored, community-specific messaging and marketing to more effectively reach audiences.** The City of Fort Collins focused on comfort, health, and safety messaging for higher-income households, while messaging for lower-income households included these benefits but placed an emphasis on the affordability of upgrades and cost savings.



**Members Highlighted:** [City of Fort Collins, CO](#); [City of Columbia, MO](#); [City of Somerville, MA](#)

[Community-Based Social Marketing: Using Social Science & Data to Change Behavior](#) — June 29, 2017



**Electric vehicles (EVs) can offer utilities more grid flexibility down the road.** The Center for Sustainable Energy highlighted the potential for elective vehicles to increase energy efficiency with the [PG&E and BMW Charge Forward Project](#): With 100 vehicles in demand response events, BMW provided PG&E with 19,500 kWh of grid resources over the course of 18 months.

**Member Highlighted:** [Center for Sustainable Energy \(CSE\)](#)

[Car Talk: Electric Vehicles and Residential Energy Efficiency](#) — June 22, 2017



**Look for opportunities to create active educational opportunities.** Elevate Energy invites contractors to perform energy assessments at house parties to walk through the assessment steps and respond to any questions. This creates a real-time, active learning environment.

**Members Highlighted:** [American Council for an Energy-Efficient Economy \(ACEEE\)](#), [Elevate Energy](#), [United Illuminating Company](#)

[Expanding Your Reach: Creating Sustainable Energy Communities](#) — June 8, 2017



**Smart technologies are “hip” and can push homeowners towards technology-related energy efficiency measures.** The Northeast Energy Efficiency Partnerships found that consumers purchase home energy management systems for convenience but that the potential for demand response and load shifting give them an appetite for deeper energy savings.

**Member Highlighted:** [Northeast Energy Efficiency Partnerships \(NEEP\)](#)

[Are You Ready? Opportunities and Challenges of Home Energy Management Systems](#) — May 11, 2017

