

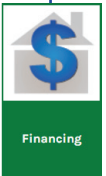
Peer Exchange Calls, Summer 2024, No. 42

The Better Buildings Residential Network hosts Peer Exchange Calls that connect energy efficiency programs and partners to share best practices and learn from one another in order to increase the number of homes that are energy efficient. View full summaries of all previous Peer Exchange Calls [here](#) and visit the Better Buildings Residential Network [website](#) for a schedule of upcoming calls.

**Talkin About Residential Efficiency Incentives – How are Programs and Contractors Communicating**

Rose Stephens-Booker, Building Decarbonization Coalition, focused on the main steps to create a solid marketing, education, and outreach campaign. First, targeted paid media can help blanket communities with a simple message: electricity is clean, safe, and smart. Next, utilize trusted messengers to tell stories via inspiring content and outreach. Lastly, make information easily accessible to help those that are ready to act.

July 25, 2024

**Contractor Lists & Networks – What are Good Practices?**

CLEAResult's Seth Little spoke on trade ally management best practices, including outreach and recruitment, onboarding and training, and much more. Little emphasized the importance of knowing how programs can serve the overall business, remembering that trade allies are part of the communities served, and that listening goes a long way.

August 8, 2024

**New Contractor Resources – Decision Tools for Retrofits, Heat Pump Water Heaters, and Cold Climate Heat Pumps**

Speakers from the Pacific Northwest National Laboratory (PNNL) presented three new resources for contractors, which included the Retrofit Decision Tool, Heat Pump Water Heater Installation Tool, and Cold Climate Heat Pump Decision Tool. These easy-to-use tools help address the HVAC contractor knowledge gap by providing recommendations to help homeowners reduce energy costs and address climate change.

September 12, 2024

**The Latest in Educating Homeowners on the Benefits of Energy Efficiency**

Grace Lewallen, of the Behavior, Health, and Human Dimensions team at American Council for an Energy-Efficient Economy (ACEEE), discussed research findings that emphasized cost cannot be ignored, there is no one comprehensive retrofit packages that works for everybody, and the most attractive update packages included HVAC, heat pump water heaters, and appliances. Upgrades that were pursued less frequently included level 2 electric vehicle (EV) chargers, solar, and ENERGY STAR windows.

September 26, 2024

