Better Buildings Residential Program Solution Center

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The Better Buildings Residential Program Solution Center is a repository of examples, lessons, and resources for residential energy efficiency programs. It is intended to help program administrators and their partners plan, operate, and evaluate their programs.

Access Program Component Handbooks



Explore Program Design Phase Resources



Discover the NEW DOE Better Buildings Residential Program Solution Center

Danielle Sass Byrnett
U.S. Department of Energy



Research Investment by DOE

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What works (and what doesn't)

Don't start from scratch.







It's Academic: BetterBuildings for Michigan Partners With University to Reach Employees

BetterBuildings for Michigan has conducted numerous neighborhood "sweeps" to promo efficiency upgrades to homeowners as part of its partnership with the U.S. Energy Depart Buildings Neighborhood Program. To expand its reach in the Grand Rapids, Michigan, are maximize its marketing resources, the program initiated a semester-long, employer-assist partnership with Grand Valley State University (GVSU). Following is an abridged transcrip interview about that successful partnership with two BetterBuildings for Michigan leader. Templeton, Program Manager, and Selma Tucker, Grand Rapids Regional Coordinator.

Q. How did you come up with the idea to start an employee outreach partnership with

CLEAN ENERGY PROGRAM POLICY BRIEF

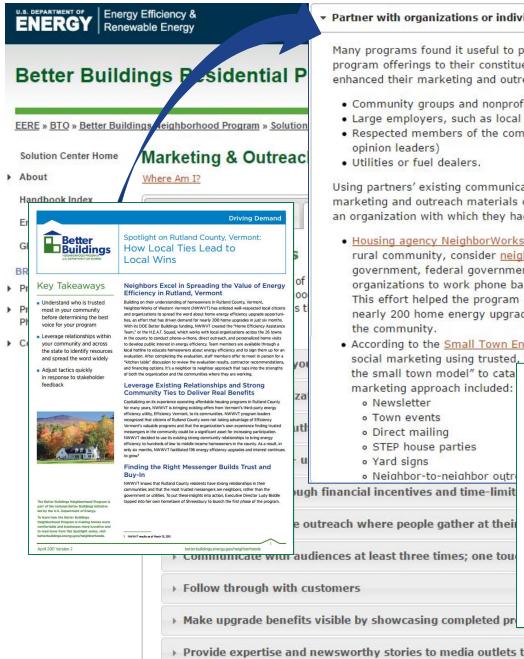
http://eetd.lbl.gov

March 22, 2011

Austin's Home Performance with Energy Star Program: Making a Compelling Offer to a Financial Institution Partner

Launched in 2006, over 8,700 residential energy upgrades have been completed through Austin Energy's Home Performance with Energy Star (HPwES) program. The program's lending partner, Velocity Credit Union (VCU) has originated almost 1,800 loans, totaling approximately \$12.5 million. Residential energy efficiency loans are typically small, and expensive to originate and service relative to larger financing products. National lenders have been hesitant to deliver attractive loan products to this small, but growing, residential market. In response, energy efficiency programs have found ways to partner with local and regional banks, credit unions, community development finance institutions (CDFIs) and co-ops to deliver energy efficiency financing to homeowners. VCU's experience with the Austin Energy HPwES program highlights the potential benefits of energy efficiency programs to a lending partner.





Partner with organizations or individuals that customers already trust

Many programs found it useful to partner with a range of trusted organizations or individuals to market program offerings to their constituencies or followers. Better Buildings Neighborhood Program participants enhanced their marketing and outreach efforts by partnering with trusted local groups including:

- · Community groups and nonprofit organizations
- · Large employers, such as local universities
- · Respected members of the community (e.g., local elected officials, company executives, community

Using partners' existing communications channels proved helpful for many programs. They found that marketing and outreach materials could be more effective when a potential customer received them from an organization with which they had an existing relationship.

- Housing agency NeighborWorks of Western Vermont found that residents of Rutland County, a small, rural community, consider neighbors to be the most trusted messengers A, rather than the local government, federal government, or utilities. The program enlisted respected local citizens and organizations to work phone banks and spread the word about home energy upgrade opportunities. This effort helped the program connect with low- and moderate-income homeowners and complete nearly 200 home energy upgrades just six months after the program began promoting its services to
- According to the Small Town Energy Program for University Park (STEP-UP)) in Maryland, "low-cost social marketing using trusted, established neighborhood channels was the comparative advantage of ocial

Provide expertise and newsworthy stories to media outlets to garne



Social Marketing



- Low cost social marketing using trusted, established neighborhood channels is the comparative advantage of the small town model:
 - Newsletter
 - Town events
 - Direct mailing
 - STEP house parties
 - Yard signs
 - neighbors
- Marketing as a percentage of budget for a typical efficiency program is >30%. For STEP it is 3%.



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