

# Building Partnerships to Increase Uptake of Residential Energy Efficiency Measures

BuildingEnergy Boston  
Brooks Winner, Island Institute  
March 8, 2017

“You can’t get theya from  
heeya!”

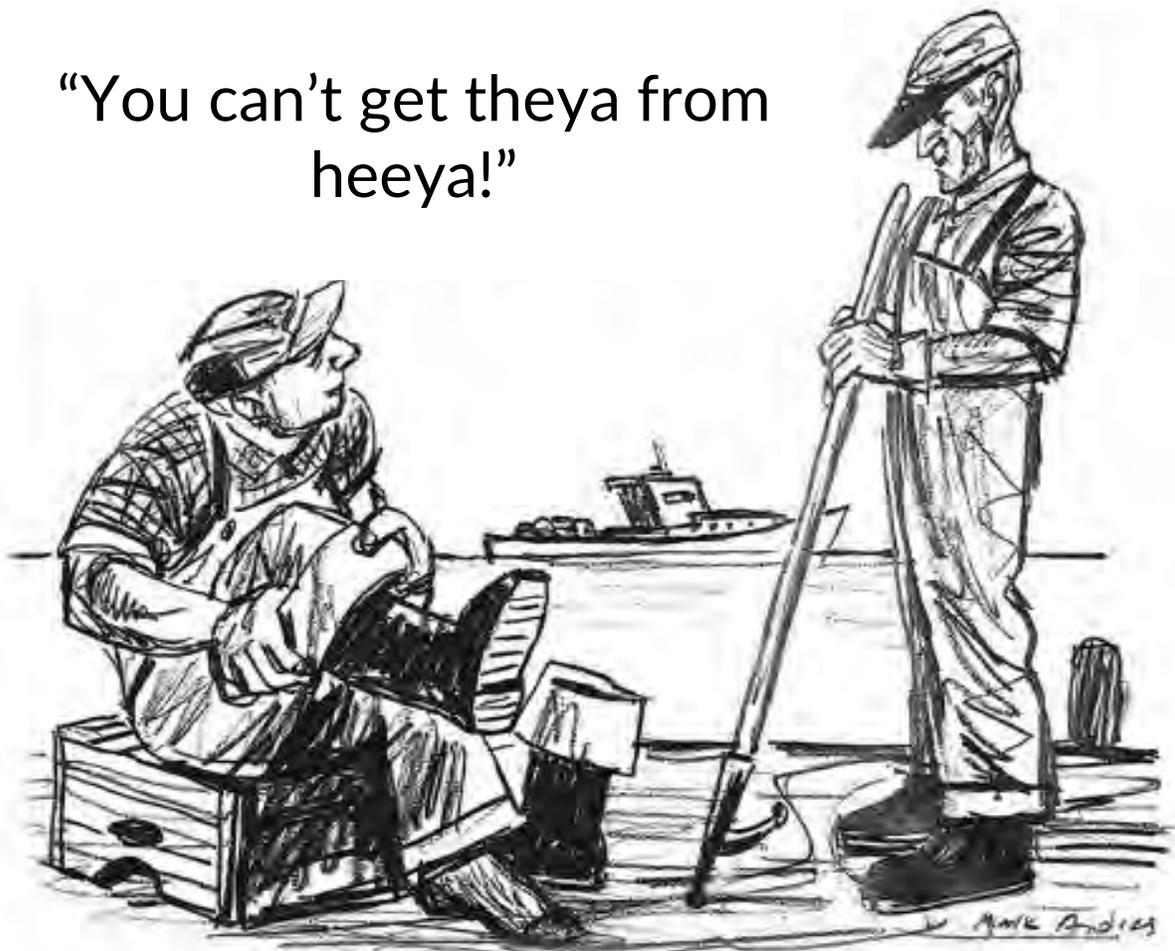




Photo credit: Monhegan Commons



Photo credit: Portland Press Herald



# Monhegan Weatherization Week Results

- 27 homes weatherized
- Nearly 90% of year-round housing stock

Photo credit: Portland Press Herald



*"Getting a spray foam truck out here is a dream come true!"*

-Doug Boynton

Monhegan resident, lobster fisherman

# Outline

1. Maine's energy challenges
2. Program Design – What's working in Maine
3. Community Perspectives
4. Contractor Perspectives
5. Breakout discussion

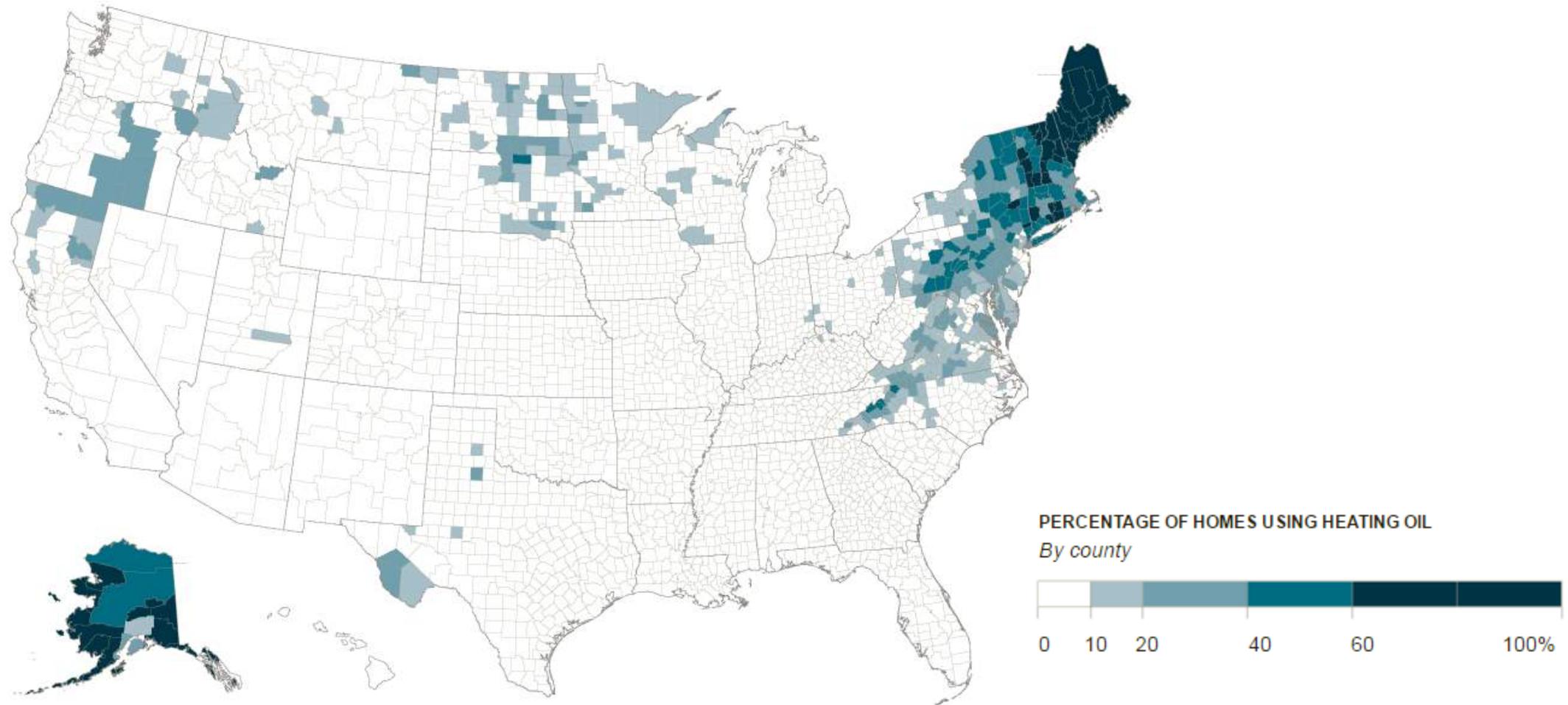


# Island Institute

The Island Institute works to sustain Maine's island and remote coastal communities, and exchanges ideas and experiences to further the sustainability of communities here and elsewhere.



# Challenge: High dependence on heating oil



Source: New York Times

# Challenge: Maine Homes – Beautiful, but leaky!



# Challenge: High Energy Costs



**3.09%**

of Maine's GDP is spent on residential energy.

**2.37%**

is the New England average.

**1.54%**

is the U.S. average.

**#1**

PER PERSON, MAINE'S HEATING OIL CONSUMPTION IS THE HIGHEST IN THE U.S.

**#4**

MAINE'S RESIDENTIAL CARBON EMISSIONS PER PERSON ARE THE FOURTH HIGHEST IN THE U.S.

# WHY?

Maine is the most rural state in the country, with 61.3% of residents living outside cities. This makes it extremely difficult to create a natural gas infrastructure.

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**MARCH 7-9, 2017 • SEAPORT WORLD TRADE CENTER • [NESEA.ORG/BE17](http://NESEA.ORG/BE17)**

Conference + Trade Show of the Northeast Sustainable Energy Association (NESEA)

# Who are the partners?

- Community partners
  - Energy committees/clubs
  - Affordable housing orgs
  - Municipal governments
  - Non-profits
  - Faith orgs
  - Neighborhood associations
- Contractor/vendor partners
- Program administrators
  - Efficiency Maine



# How does the partnership work?

- Community partners contribute:
  - Community outreach
  - Advertising, lead generation
  - Logistical coordination
- Contractor/vendor partners contribute:
  - Efficiency services/equipment (at a discount?)
  - Joint advertising
  - Expertise
- Program administrators contribute:
  - Incentives & financing
  - Trusted, unbiased education
  - Marketing



# Collective purchasing: Weatherization Weeks

- Bundling jobs over the course of one week
- Energy Assessment + air sealing – immediate savings
- Affordable for homeowners - \$200
  - 75% discount!
  - Payback in first heating season!
- Coordinated logistics – make it easy to say yes!
- Create a buzz! – Comparing blower door scores at the post office

# Impacts to Date

- 375+ island homes air sealed on 14 islands
  - 19% of year-round homes
- >1,600 interior storm window inserts built
- >75 heat pumps installed
- Significant increase in participation since 2012
  - 13 homes before → 375+ since
- Total rebates distributed = >\$272,000

# Collective Purchasing: Weatherize Rockland

- Partners: City of Rockland, Efficiency Maine, Penobscot Home Performance, other local orgs
- How: RFP for discounted work, targeted outreach, energy fair, door-to-door canvass
- Results: 65 homes signed up so far



**Weatherize Rockland**



Photo credit: Brent Danley

# Recommendations for Communities

1. If you're looking for an effective, low-cost, high-impact project, try organizing a collective purchase.
2. Make it easy to say yes!
3. Find good partners! Be a good partner.
  - Partner with organizations who understand and work with hard-to-reach groups that you're trying to reach
  - Who are the connectors?
  - What are the institutions already working there?

# Other Models – Energy Smart Bangor

- Who: City of Bangor, Efficiency Maine, Contractors, University of Maine
- How: \$140k allocated from municipal carry-forward.
  - Energy Fair - Hundreds of residents attended event.
- Results:
  - 123 reservations issued by the city.
  - 67+ rebates processed in 10 weeks.
  - Compare to 150 rebates in FY16 to residents.



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# Questions?

# Bridging the Rural Efficiency Gap

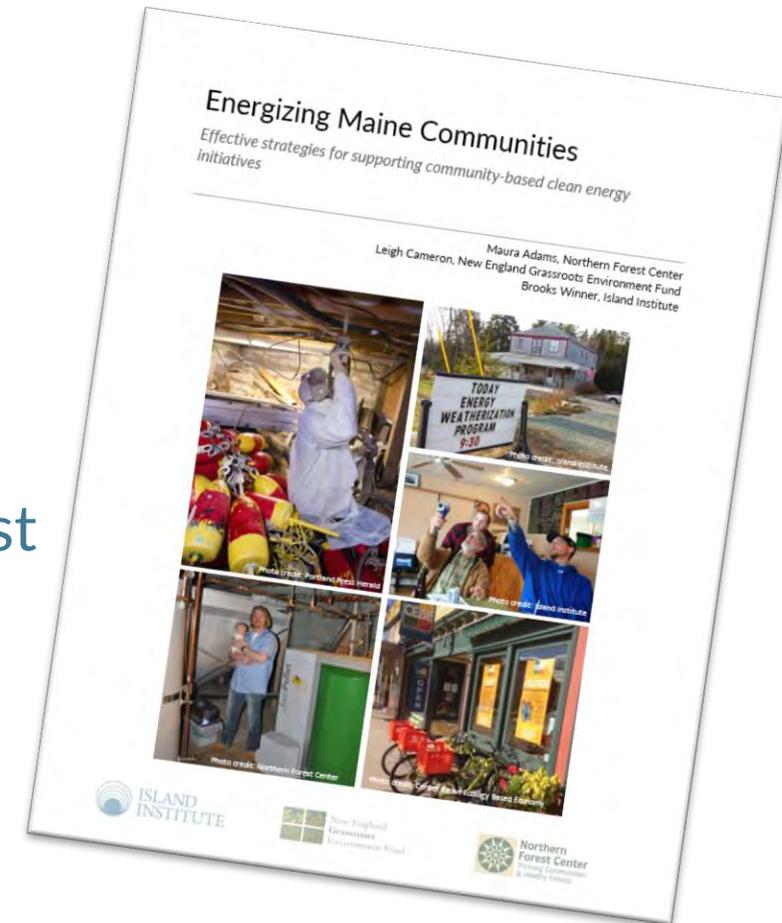
- DOE SEP Competitive award to Maine GEO and Island Institute
- Documenting and disseminating effective program models from ME, NH, AK
- Developing resources for program administrators and implementers
  - Toolkit for implementers
  - Whitepaper for administrators
  - Video, webinar, web content



*Photo credit: [Matthew Baron](#).*

# Other Partnerships

- Maine Energy Work Group, NH Local Energy Solutions Work Group
  - Sharing resources, ideas, best practices
- New England Local Energy Network (NELEN)
- Energizing Maine Communities Guide
  - Collaborative project with NEGEF, Northern Forest Center
  - Best practices for organizations supporting local energy projects





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— 7<sup>TH</sup> ANNUAL —  
**ISLAND ENERGY CONFERENCE**

**April 27 - 28, 2017**  
South Portland, ME

**April 29, 2017**  
Monhegan Island, ME



*2015 Island Energy Conference attendees with keynote speaker Senator Angus King*

# Discussion Questions

- What are the biggest barriers to uptake in your market?
- How might new partnerships help address these barriers?
- Who might you partner with to address these barriers?

ISLAND INSTITUTE

[www.islandinstitute.org](http://www.islandinstitute.org)