Beyond the Dictionary: Taking Green Data to Users and Data Consumers

Green Section Council, Council of MLS
April 26, 2018
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**Speaker Bio | Laura Stukel**

**Marketing | Council of MLSs**
Beyond the Dictionary: Taking Green Data to Users and Data Consumers

- Starts with RESO Data Dictionary
- Builds off Home Energy Info Guide
- Quick Start: Guide to Green MLS Fields
  - Released April 19
- CMLS Green Data Best Practices
  - Data feeds
  - Change management
  - Metrics and continuous improvement
Zero Energy Ready Home

**Lookup Value**: Zero Energy Ready Home

**From Lookup Field**: GreenBuildingVerificationType Lookups

**Definition (May contain conditions that must apply)**

DOE Zero Energy Ready Home is a set of optional construction practices and technologies (above minimum code and ENERGY STAR Certified Home requirements) that builders can follow to ensure high-performance homes so energy efficient all or most annual energy consumption can be offset with renewable energy. Guidelines are outlined in the "DOE Zero Energy Ready Home National Program Requirements."

**Synonym(s)**:

- BEDES: Assessment Program = "ENERGY STAR Certified Homes"
- References: RESI, RLSE, RING, MOBI, FARM, COMS, COML

**Lookup Status**: Active

**Lookup Field ID**: 347000

**Lookup ID**: 347012

**Lookup Status Change Date**: Jun 21 2016

**Revised Date**: Sep 17 2015

**Added in Version**: 1.5.0
Builds off Home Energy Info Guide

CMLS Essentials
Quick Start: Guide to Green MLS Fields

April 19

Getting Started

- 9 core fields with RESO green lookup values
- Implement Green Search and Marketing Group
- 6 supporting fields with RESO green lookup values

Best Practices

- Implement one set of Green Verification Group
- Implement Power Production Group: solar

Best In Class Practices

- Repeat Green Verification Group
- Implement Power Production Group: wind

RESO app
Tiny.cc/cmlsqickstart
CMLS Green Data
Best Practices
Data feeds
Change management
Metrics and continuous improvement
CMLS Green Data
Best Practices

Data feeds
Change management
Metrics and continuous improvement

See Partnering With Data Consumers: councilofmls.org/page/WhitePapers
CMLS Green Data Best Practices
Data feeds Change management
Metrics and continuous improvement

Rutgers University change model.
What to expect during a green data change initiative:

- **✓ Prolonged denial phase**
  - **Why?** Confusion, perceived liability concerns, perceived thorniness

- **✓ Prolonged frustration phase**
  - **Why?** Confusion, perceived liability concerns, perceived thorniness

- **✓ Quick rebound upon experimentation phase**
  - **Why?** Incremental changes to fields, forms and reports
<table>
<thead>
<tr>
<th>Desired Outcome:</th>
<th>Priority Tactics:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Create alignment</td>
<td>- Market Statistics</td>
</tr>
<tr>
<td></td>
<td>- Compliance procedures</td>
</tr>
<tr>
<td></td>
<td>- Help Desk</td>
</tr>
<tr>
<td></td>
<td>- Context-sensitive help / Error checking</td>
</tr>
<tr>
<td>Maximize communication</td>
<td>- Resource Library</td>
</tr>
<tr>
<td></td>
<td>- Communication Campaigns</td>
</tr>
<tr>
<td>Spark motivation</td>
<td>- Embrace early adopters</td>
</tr>
<tr>
<td></td>
<td>- One-on-one coaching</td>
</tr>
<tr>
<td>Develop capacity</td>
<td>- Webinars</td>
</tr>
<tr>
<td></td>
<td>- Classroom</td>
</tr>
<tr>
<td>Share Knowledge</td>
<td>- Extended staff training &amp; development</td>
</tr>
<tr>
<td></td>
<td>- BOR programming</td>
</tr>
<tr>
<td>Compliance Quick-Start Guide</td>
<td></td>
</tr>
<tr>
<td>-------------------------------</td>
<td></td>
</tr>
<tr>
<td><strong>Type of Field</strong></td>
<td><strong>Group with logic?</strong></td>
</tr>
<tr>
<td><strong>Lookups</strong></td>
<td>Existing</td>
</tr>
<tr>
<td><strong>Green Search and Marketing</strong></td>
<td>New</td>
</tr>
<tr>
<td><strong>Green Verification</strong></td>
<td>New</td>
</tr>
<tr>
<td><strong>Power Production</strong></td>
<td>New</td>
</tr>
</tbody>
</table>
## CMLS Green Data

### Best Practices

- Data feeds
- Change management
- Metrics and continuous improvement

### Green Data Initiatives

<table>
<thead>
<tr>
<th>Initiative</th>
<th>Getting Started</th>
<th>Best Practice</th>
<th>Best In Class</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>MANAGE RISKS</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Use RESO standards.</td>
<td>Y / N</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Align forms and data display to create a seamless listing agent data entry experience.</td>
<td>Y / N</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Auto-pop green data from trusted third-parties.</td>
<td></td>
<td></td>
<td>Y / N</td>
</tr>
<tr>
<td>Monitor user compliance and feedback.</td>
<td>Y / N</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Monitor usage of key fields: Green Marketing &amp; Search, Green Verification, Power Production</td>
<td></td>
<td></td>
<td>Y / N</td>
</tr>
<tr>
<td>Measure adoption by key audience targets.</td>
<td></td>
<td></td>
<td>Y / N</td>
</tr>
<tr>
<td>Report market trends.</td>
<td></td>
<td></td>
<td>Y / N</td>
</tr>
</tbody>
</table>
Thank you!
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councilofmls.org/page/SectionCouncils
CMLS Green Data
Best Practices
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NEREN – Autopop: Solar data.

RMLS – Autopop: Green verification

MRED – Autopop: Utility data.