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The U.S. Department of Energy (DOE) Building America Program is the leading resource for residential building innovations and research. From industry-driven publications by leading experts to websites and tools, thousands of stakeholders use Building America's foundational building science in their work related to new and existing buildings each year.

Building America research teams pave the way for the housing industry by employing impactful science to design, test, upgrade, and demonstrate technologies and high-performance homes. Industry partners use Building America Program strategies that are proven to generate 30%–50% energy savings in residential buildings via the following main focus areas:

- Moisture Managed High-R Envelopes
- Optimized Low-Load Comfort Solutions
- Smarter Indoor Air Quality Solutions.

Thanks to Building America's market-changing innovations and research, jobs are being created while residential and commercial buildings are becoming more energy efficient and longer lasting, requiring fewer retrofits.

AGGREGATE AUDIENCE REACH IN 2016

Website pageviews: **501,198**

File downloads: **54,926**

Newsletter subscribers: **12,812**

Mobile app subscribers: **2,823**



DOE Building America Stakeholder Outreach and Engagement Highlights

Jan. 1, 2016, through Dec. 31, 2016

Building America Solution Center

<https://basc.pnnl.gov/>

The Building America Solution Center (BASC) provides expert information on hundreds of high-performance construction best practices. Topics include air sealing and insulation, HVAC components, windows, indoor air quality, and much more. Over the last four years, the number of BASC website users has steadily increased by an average of 31% each year. This increase is due in part to the innovative field kits and Solutions mobile app. Users can easily bring invaluable, customized BASC information to their jobsites.

2016 Metrics

Users (Total): 249,319 (38% increase)

Website pageviews: 465,420 (43% increase)

Mobile visits: 61,759 (48% increase)

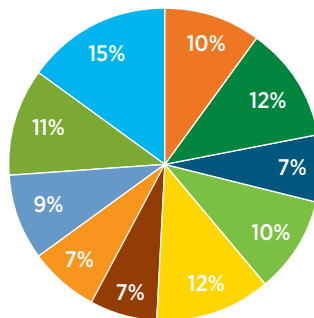
Field kits: 6,641 (49% increase)

Field kit subscribers: 2,823 (29% increase)

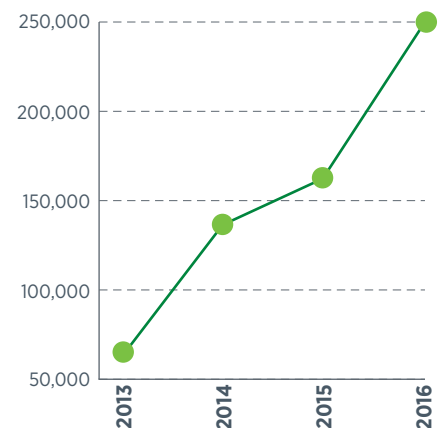
File downloads: 32,202 (4% increase)

Of the thousands who accessed the BASC website and resources in 2016, nearly 2,600 were registered users. Representing a wide-range of stakeholders, these users comment on and submit content into this community-driven tool.

STAKEHOLDER GROUPS



TOTAL BASC USERS



Top 2016 Publications

Building America has **produced more than 1,000 publications** related to building research and performance, providing a comprehensive library of publicly accessible information to advance building performance practices. **In 2016 alone, there were nearly 55,000 downloads of Building America publications.**

Top 5 Reports

Of the new publications released in 2016, the five most accessed represent **nearly 4,000 downloads:**

Titles	Downloads
<i>Community-Wide Zero Energy Ready Home Standard</i>	939
<i>Performance and Costs of Ductless Heat Pumps in Marine-Climate High-Performance Homes—Habitat for Humanity The Woods</i>	860
<i>Risk Assessment of Heating, Ventilating, and Air-Conditioning Strategies in Low-Load Homes</i>	791
<i>Field Evaluation of Four Novel Roof Designs for Energy-Efficient Manufactured Homes</i>	757
<i>Field Evaluation of Advances in Energy-Efficiency Practices for Manufactured Homes</i>	469

Webinars

Title	Registered	Attended
Advances In Manufactured Home Energy Efficient Design	233	120
High Performance Building Envelopes—Moisture Performance of High-R Wall Systems	328	161
Building America Research: Update and Outlook	172	100
What Makes a Successful Project?	126	58
Partnering for Improved Building Science Education	73	48
Score with Indoor Air Quality	198	115
Advanced Technical Solutions for Zero Energy Ready Homes—Renewable Integration	149	75
Stump the Building Science Chump—Joe Lstiburek	239	151
Air Sealing Best Practices and Code Compliance for Multifamily Area Separation Walls	360	200
Average:	209	114

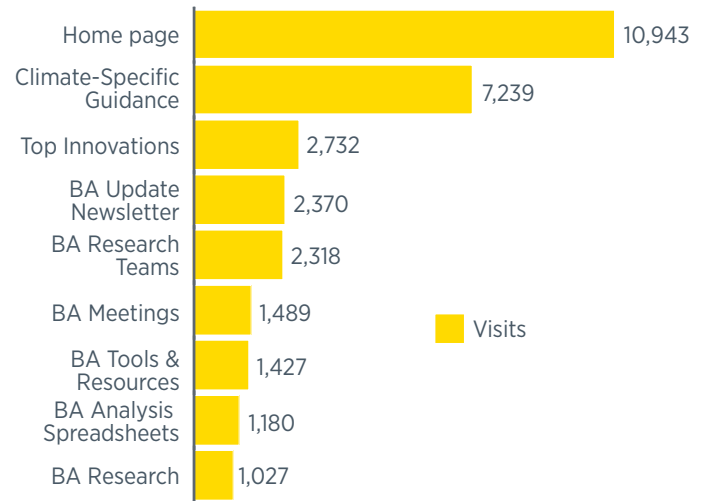
Unique Attendees: 755

Building America Website 2016 Statistics

buildingamerica.gov

Users (Total): 4,977 Website pageviews: 4,676

Top Accessed Building America Webpages



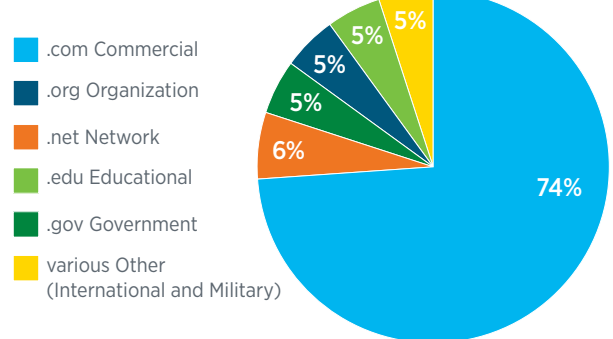
Newsletter

The *Building America Update* newsletter is a monthly, web-based newsletter that delivers the latest program news about innovations, tools, events, and publications. Each month, the newsletter page is in the top three pages visited on the website, and the subscriber base continues to grow. In 2016, visits to the newsletter webpages, including archives, totaled 2,597.

Subscribers: The Building America subscriber list has **increased by 227% since its inception in October 2012.**

Current Subscribers: 12,812

SUBSCRIBER TYPES



U.S. DEPARTMENT OF
ENERGY

Energy Efficiency &
Renewable Energy

For more information visit
buildingamerica.gov

The U.S. Department of Energy's Building America program is engineering the American home for energy performance, durability, quality, affordability, and comfort.