Leveraging CBSM for Utilities

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30% of a commercial building’s energy use is wasted energy.
Continuum of Behavioral Actions & Technologies

Technologies: gadgets, widgets, and materials

Behaviors: practices, policies, and decisions

Source: Adapted from Karen Erhardt-Martinez
Commercial Building **Electricity Use**

Engagement Campaigns

“What if we don’t change at all ... and something magical just happens?”
Engagement & Wellness Programs Are ...

• Games, campaigns, and messaging that motivate employees
• Fun and thought-provoking initiatives that activate company core values
• Collective actions that build team cohesion
Employee Engagement Campaigns

- Turn-key engagement solutions
- Toolkit with step-by-step instructions
- Baked-in behavioral science
- Measured baselines and results
- Optional support from campaign facilitator
County Spotlight: Mecklenburg County, North Carolina
“Crab, You’re It” CBSM Campaign

Goals:
• Promote energy efficient behavior

Outcomes:
• Addressed engagement barriers
• Created new social norms
• Activated 350 employees (in the County office)
Results

• Lasting impact
  • 26% less unnecessary lights

• Scaled up and adopted by
  • Envision Charlotte
  • Charlotte Air Awareness Program - 250 businesses
  • Greenville County - 2,000 employee participants
Large-CBSM Energy Efficiency Case Studies
Envision Charlotte

Energy Savings Goal:
• 5% behavior change
• 15% operational savings

Qualifying Buildings
• Office building > 10,000 sq. ft
• Represents 21.5 million sq. ft. of office space and 75,000 employees
Envision Charlotte

• Grassroots
  • “Energy champions” programs
  • Marketing & Grassroots Outreach
  • Town halls

• Participation
  • 98% of eligible sq. ft.
  • Digital infrastructure

64 of 66 qualifying building participate
Grassroots Program Design

• Engagement across stakeholders:
  • Building owners
  • Facility managers
  • C-Suite
  • Workers

• Over 1,500 energy champions trained

• Two waste-reducing actions
  • Flipping Out (Lights)
  • Powering Down (Office Equipment)
Results

• Goal: 5% behavior change
• Result 2013: 6.2% energy reduction

<table>
<thead>
<tr>
<th>Size Category</th>
<th>SEN Net Savings</th>
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</thead>
<tbody>
<tr>
<td>Overall</td>
<td>6.2%</td>
</tr>
<tr>
<td>&gt;= 100,000 SF</td>
<td>6.4%</td>
</tr>
<tr>
<td>&lt; 100,000 SF</td>
<td>1.1%</td>
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• Result 2015: 17.2% energy reduction

Lessons Learned and Engagement Best Practices
## Test/Learn/Adapt Across Utility Programs

<table>
<thead>
<tr>
<th>Barriers</th>
<th>Benefits</th>
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<tbody>
<tr>
<td>Continuous design process</td>
<td>Test/Learn/Adapt: Learn what works/what doesn’t work</td>
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<tr>
<td>Long implementation times</td>
<td>Focus on a few strategies that worked well in other markets</td>
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<tr>
<td>Buy-in across utility</td>
<td>Unifying methodology: seek leadership support across org</td>
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<td>Complex set of offerings</td>
<td>Organize customer journeys, engagement, &amp; follow up opportunities</td>
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<tr>
<td>Direct customer involvement</td>
<td>Customers become ambassadors</td>
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Engagement Best Practices

1. Discover the right partners
2. Mobilize your champions
3. Release ownership
4. Facilitate responsibility
5. Support contractors
Further Questions?

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