Varied Approaches, Unifying Goals: Behavior Change & Local Government Partnerships

Welcoming Remarks – Courtney Kalashian:
- It is hard to measure behavior modification, which has caused California to fall behind. In the Local Government Partnership space, we've seen changes in our municipalities, commercial spaces, residential spaces, and even our Utility space.
- The Fresno region is a disadvantaged community. There is limited access to many resources. One County in our Partnership had zero interest in any projects or funding. We traveled to unincorporated areas and provided a limited basic need like toothbrushes. These included energy efficiency phrases. We gave our message to people, including going to schools and community festivals. A County Supervisor gained interest. That County now has a designated person dealing with energy efficiency projects. A small action snowballed into a larger success.

City of Fremont – Lisa and Rachel

Rachel

"FitBit for Sustainability"
- Using Behavior Change models to reach people who would not traditionally be engaged.
- Fremont is very spread out, with some central hubs. There currently is no downtown, so the bedroom community mentality is a challenge to overcome.
- Residential Activity includes 58% of community GHG emissions. We can measure savings and people are motivated by these concrete successes.
- Positive behavior trickles down to the community at large
- Community Based Social Marketing: How you interact with community and culture will create the behavior change you're looking for.
- Motivation, Ability, and Trigger. How do we get people those triggers to get them to take action?
- Fremont uses a multi-pronged strategy approach

Lisa
- Partnered with another group and had a community meeting including several sectors on how to lower carbon emissions. A group of 12 who created a game plan for educating residents of Palo Alto about emissions. This platform was brought to Fremont.
- Ask yourself "What's working, what's not working?" Then Review and take action.
- How can we provide data in a way that is easy to understand, and is actionable? We provided robust information and intentional opportunity for action for residents.
- Fremonthgreenchallenge.org
  - Cities are able to add custom actions
  - Can auto populate energy data
  - Can check your baseline in comparison to others
  - Can track your progress and ranked to the average footprint of your city

Tyler Masters, Program Manager – Western Riverside Council of Governments
- Started off with the purpose and theory of the presentation. Behavior change's definition in Websters Dictionary isn't very helpful because it means different things

based on the context of the discussions its in. Everyone has different goals. Its important to get the commonalities of these goals and then leverage existing resources to reach these goals.

- Western Riverside Energy Partnership – WREP has seen a lot of savings (13,600 mWh) since the beginning of the partnership.
- The first piece is to identify your goals. For example, our residents are pretty conservative so only about 50% care about EE, but 100% care about saving money.
- It is very important to engage helpful stakeholders right away. Your city council is where you can get a lot of your objectives. It never hurts to have a City Manager on your side. Interdepartmental communication is also very vital. Utilities should be at the top of the list, a lot of partnerships have developed to the benefits of local governments. Make sure to communicate in a way that your goals can realign.
- Leverage your Utilities' and Community's Programs. Example → Comprehensive Mobile Home Program. Cobranded a letter to Mobile Home residents including information found on billing inserts and upped participation by 80% since it was more pointed outreach.

Ivana – The Energy Coalition

"Energy Jeapordy"

- Something fun for the end of a three day conference. A game of energy acronyms
  - DR- Demand Response
  - ZNE- Zero Net Energy
  - CCA- Community Choice Aggregation
  - IDSM – Integrated Demand Side Management
  - LEED
  - HERS
  - BOMA
  - CalCERT
  - ASHRAE
  - ROI
  - OBF
  - OBR
  - PACE
  - HERO
  - CPUC
  - ED
  - DOE
  - CARB
  - Cal ISO
  - LGP
  - REN
  - ESAP
  - MIDI
  - PIER

- 3 LGPs: Westside Energy Partnership, North Orange County Partnership,
- Emphasis on comprehensive energy projects within partnerships
- "Aha Moment": reached out to partner city agency, set up socialization event with limited reference to EE; had many participants and spillover effects
  - since replicated effort to sign up residents for the program
  - lesson learned: make information accessible and digestible for residents
- Community outreach: use of interactive displays to get people interested in topics and generate discussion
- Supporting/recognizing city partners: Flyers→lunch and learns
- Next endeavor: how to measure behavior change

Trevor Keith – SLO County:
- San Louis Obispo County Energy Watch
- Initial pitch to PG&E unsuccessful, project picked up by non-profit, then PG&E entered into LGP
  - Difficult to initially nail down a specific mission
- Tried to find a way to educate communities
  - Energy savings framing, no CC reference
  - Giveaways
  - Outreach in rural areas
  - Direct install program
- Got ideas from 2011 SEEC Forum but initially couldn't get PG&E to fund programs
  - Began case study projects then brought evidence to cities to re-engage partnerships
  - Municipalities then residential programs
  - Larger staff now able to conduct many and varied energy efficiency projects
- PG&E allowed SLO County Energy Watch Program to expand

Takeaways:
- Flexible and adaptive partnerships key to changing behavior

Q: When was the project for SLO Legion Hall?
A: 2009-2010