Two Recent Landmark Case Studies

World Social Marketing Conference, Washington DC, May 2017
Two Recent *Landmark* Case Studies

World Social Marketing Conference,
Washington DC, May 2017
1. Introduction: the Designation

2. The Two Programs

3. Neighborhood by Neighborhood

4. Longer Term Impacts

5. Q&A
Landmark Case Studies

Designation recognizes programs and social marketing approaches considered to be among the most successful in the world.
Rated by a peer-selection panel based on:

- Impact
- Innovation
- Replicability
- Adaptability
Call for Nominations

- Topics: Transportation, Energy
- Must have measured impacts
- Due June 5, 2017

www.toolsofchange.com/en/landmark/
New 5-minute YouTube Videos

- One case study per video
- Designed to take to Board, Council, Planning, Consultation Meetings
2. The Two Programs
<table>
<thead>
<tr>
<th>Small, rural communities</th>
<th>Seattle neighborhoods</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image" alt="GET ENERGIZED Iowa!" /></td>
<td><img src="image" alt="in motion" /></td>
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</table>
Dike • Hudson • Readlyn • Fairbank

The Get Energized, Iowa competition will see which of the four towns can do the most to reduce their energy consumption the most in 2012.

Full Speed Ahead in Readlyn!

APRIL 13, 2012

Wednesday night Readlyn Community Club members were out in force spreading the word about the GEI competition, distributing CFLs and signing people up for energy audits offered by Green Iowa Americorps. Nineteen more people signed up for the free audits bringing Readlyn’s total to 52. Keep it up, Readlyn!

Some pics:
How to Win Points

• Complete pre/post-survey
• Give away CFLs by the utility
• Green Iowa AmeriCorps weatherization audit/follow-up
• Make a Plan of Action, take energy saving steps
• Lower residential electric use during 2012

Total of the above points normalized by # of meters/community.

+ Extra points per every 1% community-wide residential kWh reduced
Get Energized Iowa!

Try these 25 Steps Under $25. Put a check mark by the things you already do and an X by the steps you want to take. Then, use the Plan of Action ½ sheet to help you decide what, when, and how to take additional steps to reduce electric use. When you've got a score of 75 on this sheet, return it to your Utility/City Clerk to earn points for your community.

<table>
<thead>
<tr>
<th>Name</th>
<th>Address</th>
<th>Community</th>
</tr>
</thead>
<tbody>
<tr>
<td>Phone</td>
<td>Email</td>
<td></td>
</tr>
</tbody>
</table>

### LIGHTING

<table>
<thead>
<tr>
<th>Step</th>
<th>Description</th>
<th>Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Turn off the lights in unused rooms.</td>
<td>5</td>
</tr>
<tr>
<td>2.</td>
<td>Use natural daylighting when possible.</td>
<td>5</td>
</tr>
<tr>
<td>3.</td>
<td>Buy energy-efficient compact fluorescent bulbs for the lights you use most. They cost about $2 per bulb.</td>
<td>5 / bulb</td>
</tr>
<tr>
<td>4.</td>
<td>Replace a halogen bulb with a compact fluorescent one.</td>
<td>5</td>
</tr>
<tr>
<td>5.</td>
<td>Light your Christmas tree with LED lights rather than regular (incandescent) bulbs.</td>
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### HOME APPLIANCES & GADGETS

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<tbody>
<tr>
<td>6.</td>
<td>Unplug and recycle an old, extra refrigerator.</td>
<td>30</td>
</tr>
<tr>
<td>7.</td>
<td>Hang your clothes to dry rather than using the dryer.</td>
<td>Score 1 for every dryer load reduced per week, 20 for the entire summer of line drying clothes.</td>
</tr>
<tr>
<td>8.</td>
<td>Use a drying rack in winter to dry clothes.</td>
<td>20</td>
</tr>
<tr>
<td>9.</td>
<td>Turn off your computer screen saver. Using a screen saver uses more energy than not using one, and your computer's power-down (sleep mode) feature may not work if you have a screen saver activated.</td>
<td>10</td>
</tr>
<tr>
<td>10.</td>
<td>Put computer in sleep mode after 15 mins. of non-use.</td>
<td>10</td>
</tr>
<tr>
<td>11.</td>
<td>Cut your phantom electric loads in half by installing surge protectors or Smart Strips for your TV/satellite and home office equipment. Then turn off surge protectors when not in use. Phantom loads account for 6% of our nation's electrical use.</td>
<td>15</td>
</tr>
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</table>

1. Already doing
Get Energized, Iowa! challenges you to earn points for your community and WIN the energy saving competition.

Try these 25 Steps Under $25. Put a check mark by the things you already do and an X by the steps you want to take. Then, use the Plan of Action ½ sheet to help you decide what, when, and how to take additional steps to reduce electric use. When you’ve got a score of 75 on this sheet, return it to your Utility/City Clerk to earn points for your community.

Name________________________________ Address ___________________________ Community_________________________

Phone_________________________ Email _________________________________

2. Could do - choose five

3. Personal action plan

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4. Phone call reminder
King County In Motion

in motion

EVERY TRIP COUNTS
Average Annual Travel Activity per Household by Purpose

- Work
- Shop
- Family
- Social
- Other

% of Vehicle Trips
Miles by %

Based on the 2009 National Household Travel Survey (NHTS)

>80%
King County In Motion

Average Annual Travel Activity per Household by Purpose

Reduce 2 trips/week

Based on the 2009 National Household Travel Survey (NHTS)
Two trips a week
2. The Two Programs

3. Neighborhood by Neighborhood

4. Longer Term Impacts

5. Q&A
One **Guide Team** in each community

- Existing citizen group with local leaders
- Instant credibility and community access
Guide Teams helped design and deliver

- Local events
- Incentives
- Communications
Neighborhood-Specific Communication Channels
Neighborhood-Specific Research

- Stakeholder interviews and focus/discussion groups
- Motivators, barriers, local names and details
- Test incentives
Motivators

• Saving money
• Environment
• Personal health
Neighborhood-Specific Barriers

- Time
- Inconvenience
- Reliability
- Confusion
- Personal safety
Neighborhood -specific channels, including tabling at:

- Farmer’s markets
- Libraries
- Food stores

and working with local groups for some messaging
Neighborhood Identification

- 5,000 – 10,000 households
- Sense of community
- Adequate travel network
- Changing services/infrastructure
- Construction mitigation
Long Term Impacts

Reductions During the Program

Energy Savings Last 3 Quarters

- Dike: -2%
- Fairbank: 4%
- Hudson: 14%
- Readlyn: 16%

percentage saved

kWh
therms
So what?
What happens after your program ends?
NEW Actions Taken (%)

- Put small appliance on a timer.
- Recycle old refrigerator.
- Turn down water heater.
- Caulk and/or weather-strip.
- Hang clothes outside.
- Reduce shower time 5 minutes.
- Use clothes drying rack.
- Install surge protectors.
- Run dishwasher with full load.
- Wash clothes in cold or warm.
- Use natural daylighting.
Long Term Impacts

- Pre- and Post- surveys
- Trip tracking data (self-reported)
- Transit ridership (ORCA card)
Short Term Impacts

Average Percentage Change in Mode
All projects 2004 to 2016

<table>
<thead>
<tr>
<th>Type of Mode</th>
<th>Percent Change</th>
</tr>
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<tbody>
<tr>
<td>Bus</td>
<td>54%</td>
</tr>
<tr>
<td>Bike</td>
<td>96%</td>
</tr>
<tr>
<td>Walk</td>
<td>57%</td>
</tr>
<tr>
<td>Carpool</td>
<td>17%</td>
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SOV: -32%
Two Panels (Only) in 2014

Long Term Impacts

Average % Change by Mode

- **Carpool**
  - Pre Program: 10%
  - Post Program (3 months): 22%
  - Legacy (21 months): 19%

- **Bike**
  - Pre Program: 10%
  - Post Program (3 months): 16%
  - Legacy (21 months): 15%

- **Bus or Light Rail**
  - Pre Program: 19%
  - Post Program (3 months): 31%
  - Legacy (21 months): 29%

- **Walk**
  - Pre Program: 15%
  - Post Program (3 months): 21%
  - Legacy (21 months): 20%

- **Drive Alone**
  - Pre Program: 42%
  - Post Program (3 months): 32%
  - Legacy (21 months): 36%
Long Term Impacts

Was it worth the extra time and money?
“It was really powerful for our management. I would do it again in a heartbeat, if we had a large enough population to reach out to.”
Thank you
Questions?

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