



BC Hydro's Workplace Conservation Awareness Program + Tier Assessment Tool

Sarah Smith, Prism Engineering

About Us



Sarah Smith leads Prism Engineering's Sustainability Engagement Team and has been working with clients since 2010 to design and deliver sustainability staff engagement programs. Sarah works with organizations to design and implement solutions that will enhance their creativity, capacity and stewardship.



Heather Scholefield is a senior program manager at BC Hydro for the Workplace Conservation Awareness Program. Since 2007, this program has supported people to save energy where they work, study and play. The program has successfully engaged over 600,000 employees, students and customers at offices, universities, hospitals, schools, hotels and resorts to create a culture of conservation in BC.

Our Company



Prism Engineering provides consulting services to address the technical, behavioral and organizational aspects of Energy Management.

We work with over 30 BC organizations on engagement programs.



Healthcare
Island Health Authority
Prism Health Authority
Providence Health Services Authority
Hastecare, Island Health Authority
Southern Health Authority
Vancouver Island Health Authority

Public & Hospitality
Hyatt Regency Hotel
West Vancouver
Emerson Hotel & Casino
City of Kamloops

Education
British Columbia Institute of Technology
Capricorn Community College
Simon Fraser University
Thompson Rivers University
University of British Columbia
University of the Fraser Valley
University of Northern BC
University of Victoria
Vancouver Community College
Vancouver Island University

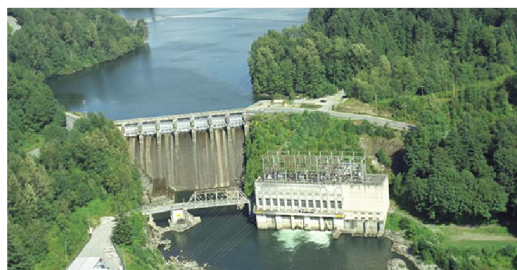
Government
Department of Fisheries & Oceans
CIBC
Horse Canada, BC Farm
Horse Services BC
Horse Services BC
Horse Services BC

Industrial
Vancouver Farmers' Society of BC
New South Wales
New South Wales

School Districts
North Vancouver School District

www.prismengineering.com

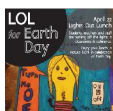
BC Hydro



Today's Presentation

- Workplace Conservation Awareness Program
- New Program Assessment Tool

BC Hydro's Workplace Conservation Awareness (WCA) Program



How the Program Works



- 2 year Program Cycle
- BC Hydro customers claim **2% energy savings**
- BC Hydro provides **support**:
 1. Consultant Time
 2. Discretionary Funding

7

Program by the Numbers



43 BC Organizations
7 Sectors

- Advanced Education
- Health Care
- Property Management
- Retail/Hospitality
- Municipalities
- Schools
- Government

Reaches over **600,000** People
500 Facilities

8

2014 Program Refresh

- Answer the Question “What’s Next?”
- Develop a vision and road map for organization change
- Provide an effective and intuitive KPI for the program



9

Tier Assessment Tool

- How it Works
- What it Measures
- Next Steps

10

WCA Program										
Version: January 10, 2014										
Program	Tier 1	Tier 2	Tier 3	Tier 4						
Planning	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Reporting	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Assessment	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Engagement	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Target Audience	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Challenges	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Recognition	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Outcomes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Results	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Communication	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Next Steps	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Score	0.5	0.5	0.5	0.5	0.5	0.5	0.5	0.5	0.5	0.5
Overall	Overall Tier Assessment: 0.5				Overall Tier: 0.5					

11


WCA Program										
Version: January 10, 2014										
Program	Tier 1	Tier 2	Tier 3	Tier 4						
Planning	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Reporting	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Assessment	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Engagement	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Target Audience	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Challenges	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Recognition	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Outcomes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Results	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Communication	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Next Steps	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Score	0.5	0.5	0.5	0.5	0.5	0.5	0.5	0.5	0.5	0.5
Overall	Overall Tier Assessment: 0.5				Overall Tier: 0.5					

12



[illegible]

WCA Program		Tier 1		Tier 2		Tier 3		Tier 4	
Program Description	✓	Select four employees (Two Program Mgrs)	✓						
Planning	✓	✓	✓	✓	✓	✓	✓	✓	✓
Program Aids	✓	✓	✓	✓	✓	✓	✓	✓	✓
Reporting	✓	✓	✓	✓	✓	✓	✓	✓	✓
Assessment	✓	✓	✓	✓	✓	✓	✓	✓	✓
Implementation	✓	✓	✓	✓	✓	✓	✓	✓	✓
Target Audience	✓	✓	✓	✓	✓	✓	✓	✓	✓
Challenges	✓	✓	✓	✓	✓	✓	✓	✓	✓
Recognition	✓	✓	✓	✓	✓	✓	✓	✓	✓
Outcomes	✓	✓	✓	✓	✓	✓	✓	✓	✓
Programs	✓	✓	✓	✓	✓	✓	✓	✓	✓
Results	✓	✓	✓	✓	✓	✓	✓	✓	✓
Contributions	✓	✓	✓	✓	✓	✓	✓	✓	✓
Feedback	✓	✓	✓	✓	✓	✓	✓	✓	✓
Notes	✓	✓	✓	✓	✓	✓	✓	✓	✓
Overall	✓	✓	✓	✓	✓	✓	✓	✓	✓
Comments	✓	✓	✓	✓	✓	✓	✓	✓	✓
Program	✓	✓	✓	✓	✓	✓	✓	✓	✓
Results	✓	✓	✓	✓	✓	✓	✓	✓	✓
Contributions	✓	✓	✓	✓	✓	✓	✓	✓	✓
Feedback	✓	✓	✓	✓	✓	✓	✓	✓	✓
Notes	✓	✓	✓	✓	✓	✓	✓	✓	✓
Overall	✓	✓	✓	✓	✓	✓	✓	✓	✓
Comments	✓	✓	✓	✓	✓	✓	✓	✓	✓
Program	✓	✓	✓	✓	✓	✓	✓	✓	✓
Results	✓	✓	✓	✓	✓	✓	✓	✓	✓
Contributions	✓	✓	✓	✓	✓	✓	✓	✓	✓
Feedback	✓	✓	✓	✓	✓	✓	✓	✓	✓
Notes	✓	✓	✓	✓	✓	✓	✓	✓	✓
Overall	✓	✓	✓	✓	✓	✓	✓	✓	✓
Comments	✓	✓	✓	✓	✓	✓	✓	✓	✓
Program	✓	✓	✓	✓	✓	✓	✓	✓	✓
Results	✓	✓	✓	✓	✓	✓	✓	✓	✓
Contributions	✓	✓	✓	✓	✓	✓	✓	✓	✓
Feedback	✓	✓	✓	✓	✓	✓	✓	✓	✓
Notes	✓	✓	✓	✓	✓	✓	✓	✓	✓
Overall	✓	✓	✓	✓	✓	✓	✓	✓	✓
Comments	✓	✓	✓	✓	✓	✓	✓	✓	✓
Program	✓	✓	✓	✓	✓	✓	✓	✓	✓
Results	✓	✓	✓	✓	✓	✓	✓	✓	✓
Contributions	✓	✓	✓	✓	✓	✓	✓	✓	✓
Feedback	✓	✓	✓	✓	✓	✓	✓	✓	✓
Notes	✓	✓	✓	✓	✓	✓	✓	✓	✓
Overall	✓	✓	✓	✓	✓	✓	✓	✓	✓
Comments	✓	✓	✓	✓	✓	✓	✓	✓	✓
Program	✓	✓	✓	✓	✓	✓	✓	✓	✓
Results	✓	✓	✓	✓	✓	✓	✓	✓	✓
Contributions	✓	✓	✓	✓	✓	✓	✓	✓	✓
Feedback	✓	✓	✓	✓	✓	✓	✓	✓	✓
Notes	✓	✓	✓	✓	✓	✓	✓	✓	✓
Overall	✓	✓	✓	✓	✓	✓	✓	✓	✓
Comments	✓	✓	✓	✓	✓	✓	✓	✓	✓

What we are Measuring



1. Program Management
2. Engagement
3. Strategies



Program Management

Program Management	Indicator	Target	Actual	Notes	Score
Planning	Has the program been planned in a way that is consistent with the organization's mission and vision?	Yes	Yes	Program planning was done in a way that was consistent with the organization's mission and vision.	100%
Partnerships	Has the program been planned in a way that is consistent with the organization's mission and vision?	Yes	Yes	Program planning was done in a way that was consistent with the organization's mission and vision.	100%
Reporting	Has the program been planned in a way that is consistent with the organization's mission and vision?	Yes	Yes	Program planning was done in a way that was consistent with the organization's mission and vision.	100%
Stakeholder Awareness	Has the program been planned in a way that is consistent with the organization's mission and vision?	Yes	Yes	Program planning was done in a way that was consistent with the organization's mission and vision.	100%

- Program Planning
- Partnerships and Resources
- Reporting
- Stakeholder Awareness

39

Whistler Blackcomb



- **Representation:** WCA Committee
- **Staff:** Sustainability Town Hall
- **Support:** Senior Leadership support

40

Engagement Strategies

Engagement	Indicator	Target	Actual	Notes	Score
Target Audience	Has the program been planned in a way that is consistent with the organization's mission and vision?	Yes	Yes	Program planning was done in a way that was consistent with the organization's mission and vision.	100%
Champions	Has the program been planned in a way that is consistent with the organization's mission and vision?	Yes	Yes	Program planning was done in a way that was consistent with the organization's mission and vision.	100%
Recognition	Has the program been planned in a way that is consistent with the organization's mission and vision?	Yes	Yes	Program planning was done in a way that was consistent with the organization's mission and vision.	100%

- Target Audience and Scope
- Green Champions
- Recognition

41

Lower Mainland Health Authorities



Green + Leaders Program



Volunteer Management Cycle

BC GreenCare Website: <https://bcgreencare.ca/>

42

Campaign + Communications Strategies

Campaigns	Indicator	Target	Actual	Notes	Score
Results	Has the program been planned in a way that is consistent with the organization's mission and vision?	Yes	Yes	Program planning was done in a way that was consistent with the organization's mission and vision.	100%
Communications	Has the program been planned in a way that is consistent with the organization's mission and vision?	Yes	Yes	Program planning was done in a way that was consistent with the organization's mission and vision.	100%
Next Steps	Has the program been planned in a way that is consistent with the organization's mission and vision?	Yes	Yes	Program planning was done in a way that was consistent with the organization's mission and vision.	100%

- Campaigns
- Measuring Results
- Communications Strategies
- Gathering New Ideas

43

Office Doctors Campaign

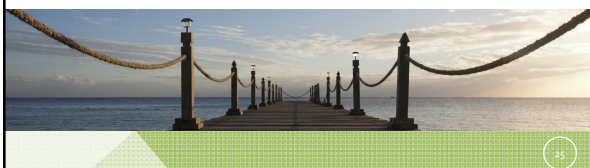


2.6% Energy Savings

44

The Tool: In Summary

- A roadmap for change based on behaviour + organizational change theory
- Single intuitive KPI
- **Goal: creating a culture of conservation**



26

Tier Assessment Tool + Resources

10. COMMUNICATIONS
Create campaign communications materials

8. CAMPAIGNS
GOAL Prioritize conservation actions to promote, and engage people broadly and effectively on saving energy

Available at <http://bit.ly/BECCTierTool>

27

Contact Us



Sarah Smith
Training + Engagement Lead
sarah@prismengineering.com
www.prismengineering.com



Heather Scholefield
WCA Program Manager
Heather.Scholefield@bchydro.com
www.bchydro.com

28

29