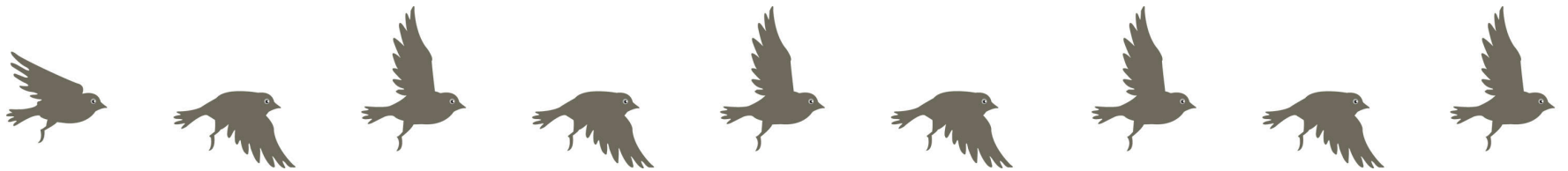




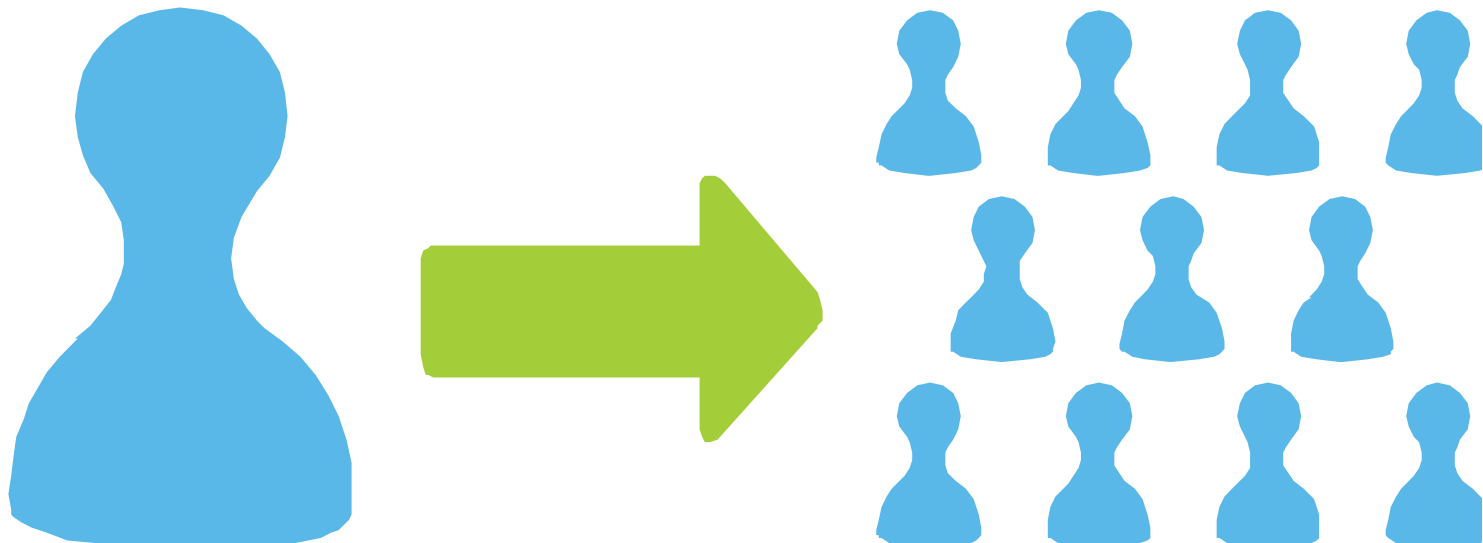
efficiency engagement environment

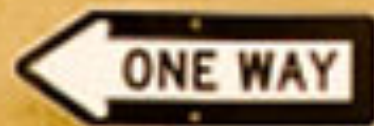


COMPETITIONS FOR CHANGE:

A recipe for energy use reduction and team building

“People don’t fear change. They fear being changed.”





< 50%

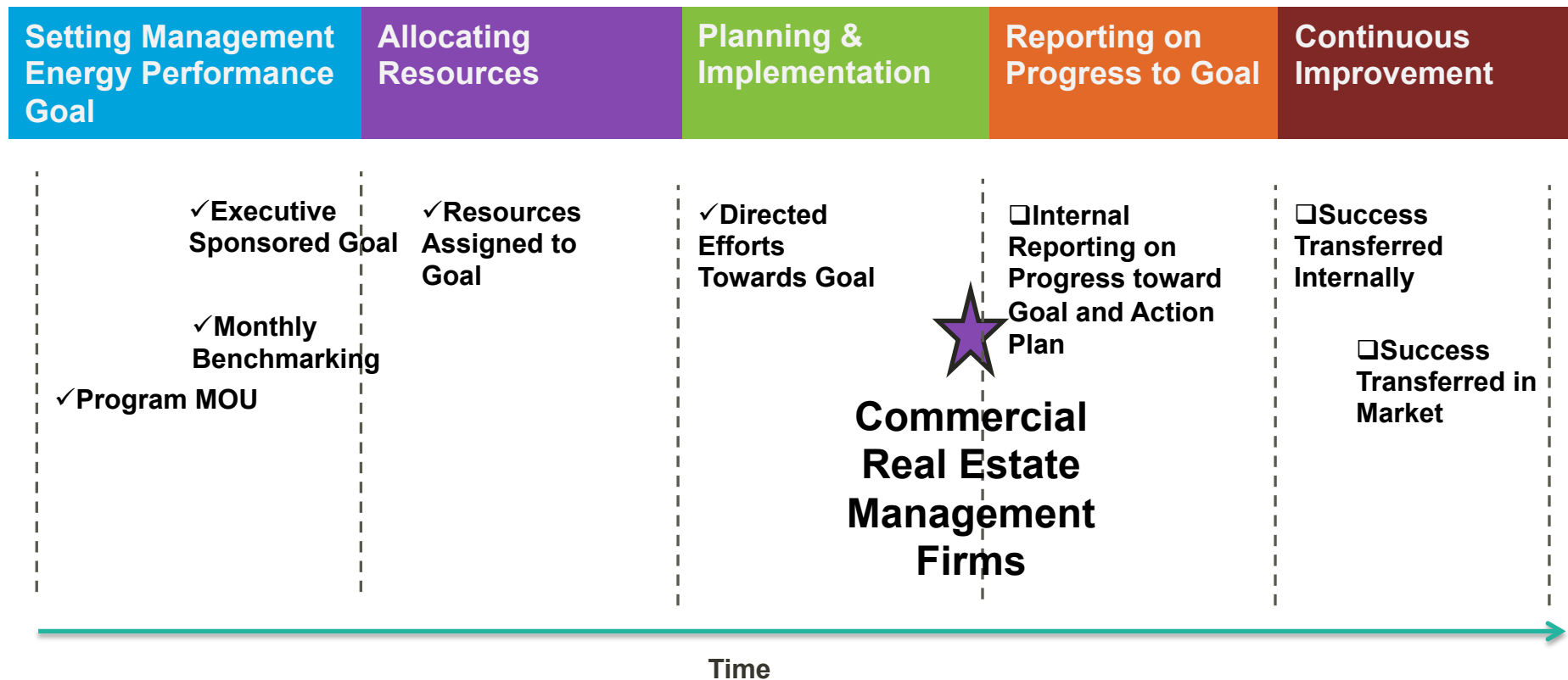


THE BUILDING
PERFORMANCE
PARTNERSHIP

K I L O W A T T
CRACKDOWN

Market Partner Program

NEEA Market Partner Program Strategic Energy Management Adoption Framework

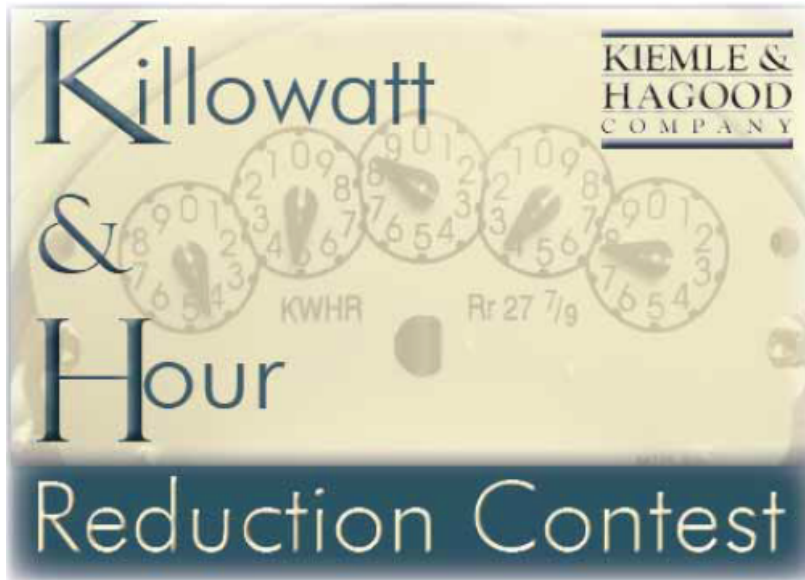




>6M Square Feet across
200 buildings

Mostly commercial

CRE property management
and facilities services



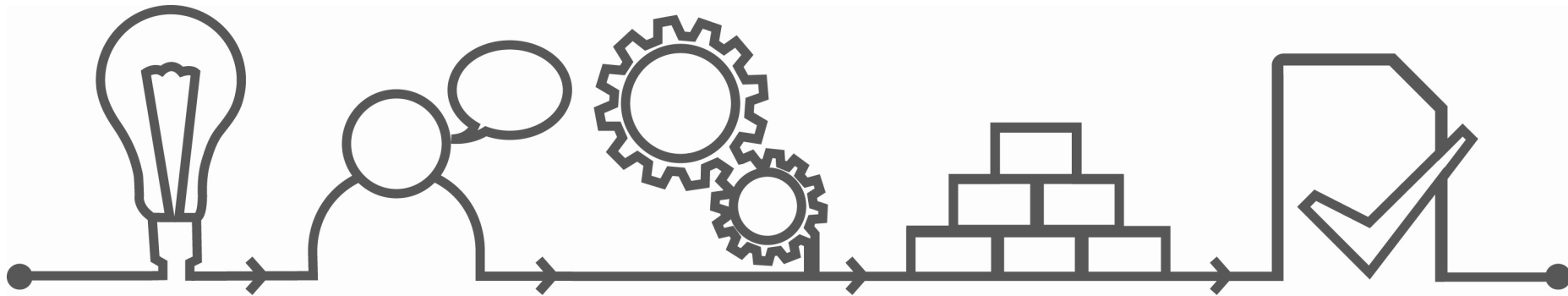
Framework:

- Opt-in competition
- Tracked adjusted EUI in ESPM vs. tenant complaints
- Track changes made to reduce energy use
- Award both Property Manager and Building Technician

Is this enough?

Results:

- 26 buildings at 1.15M SF
- Laundry list of energy saving opportunities
- Winning building cut use 37% (self-reported)



Results That Matter:

- Collaborative teams
- Continue to find opportunities
- Value “learning moments”
- Knowledge transfer
- Strategic priority
- Excitement!

Making It Stick:

- Performance evaluations
- New competitions
- Make it a big deal!
 - \$ Award
 - Executive recognition
 - Public recognition in Business Journal

“Cutting our heating costs in half was just the beginning.”



When Klemie Hagood Company asked Avista how to save on its energy bill at one of its retail lease properties, the historic Flour Mill in Spokane, we partnered with them and found ways to increase efficiency and reduce energy use. Together, we also greatly reduced labor for repairs by increasing—and in some cases even doubling—the lifespan of equipment.

Let Avista help your business save, too, with rebates and incentives for upgrades to reduce energy use, decrease maintenance costs and increase comfort. Learn how at avistautilities.com/bizrebates or call 800-938-6629.

AVISTA

Left: Bryce Endersbecher
Commercial Industrial Engineer
Avista

Right: Francis Lussman II
KEM Facility Services Technician
Flour Mill

Read the rest of the Flour Mill story at:
avistautilities.com keyword: mill.

In Behavior Change ‘Speak’...

Individuals

- Made it easy
- Recognition that mattered to them
- Generated excitement about their jobs

Organization

- Competitions used with their peers
- The messenger matters
- Public commitment
- Recognition that mattered to them



Should we be designing behavior change programs with intentions beyond just an energy saving action?



efficiency engagement environment

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