Walking the Talk
Changing Behavior Within Your Own Organization

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SMUD™
Suitable Programs

- Safety
- Rideshare
- On-site energy and water savings
- Recycling and waste reduction
- Increase 401(k) contributions
- Metrics reporting
- Project status updates
- Training/career development
- Charitable giving programs
- Employee engagement efforts
Employee Safety Program: SCORCH*

* Safely Conducted Observations Reduce Common Hazards
Goals: reduce injury rates by...

- Raising awareness of at-risk behaviors
- Assessing with direct observations
- Maintaining trust with “no name, no blame” approach
- Documenting trends
Identified appropriate tools

• Prompts
• Injunctive norms
• Descriptive norms
• Loss aversion
• Competition
• Feedback
• Goal-setting
• Public Commitment
• Self-efficacy
Prompts, self-efficacy
Prompts
Lessons Learned

- Continuous guidance is needed
Determining success of “hold the rail” campaign

<table>
<thead>
<tr>
<th>Survey Method</th>
<th>Percent Safe</th>
<th>Sample Size</th>
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<tbody>
<tr>
<td>SCORCH observations</td>
<td>99%</td>
<td>247</td>
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Lessons Learned

- Continuous guidance is necessary
- Encourage testing
Prompts, loss-aversion
Save your tail—hold the rail.
Lessons Learned

- Continuous guidance is needed
- Encourage testing
- Benefits go both ways
Contact info

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