

# **IMPLEMENTING SUCCESSFUL BEHAVIOR CHANGE PROGRAMS**

## **LESSONS FROM THE CITY OF NEW YORK**

NEW YORK CITY MAYOR'S OFFICE OF SUSTAINABILITY



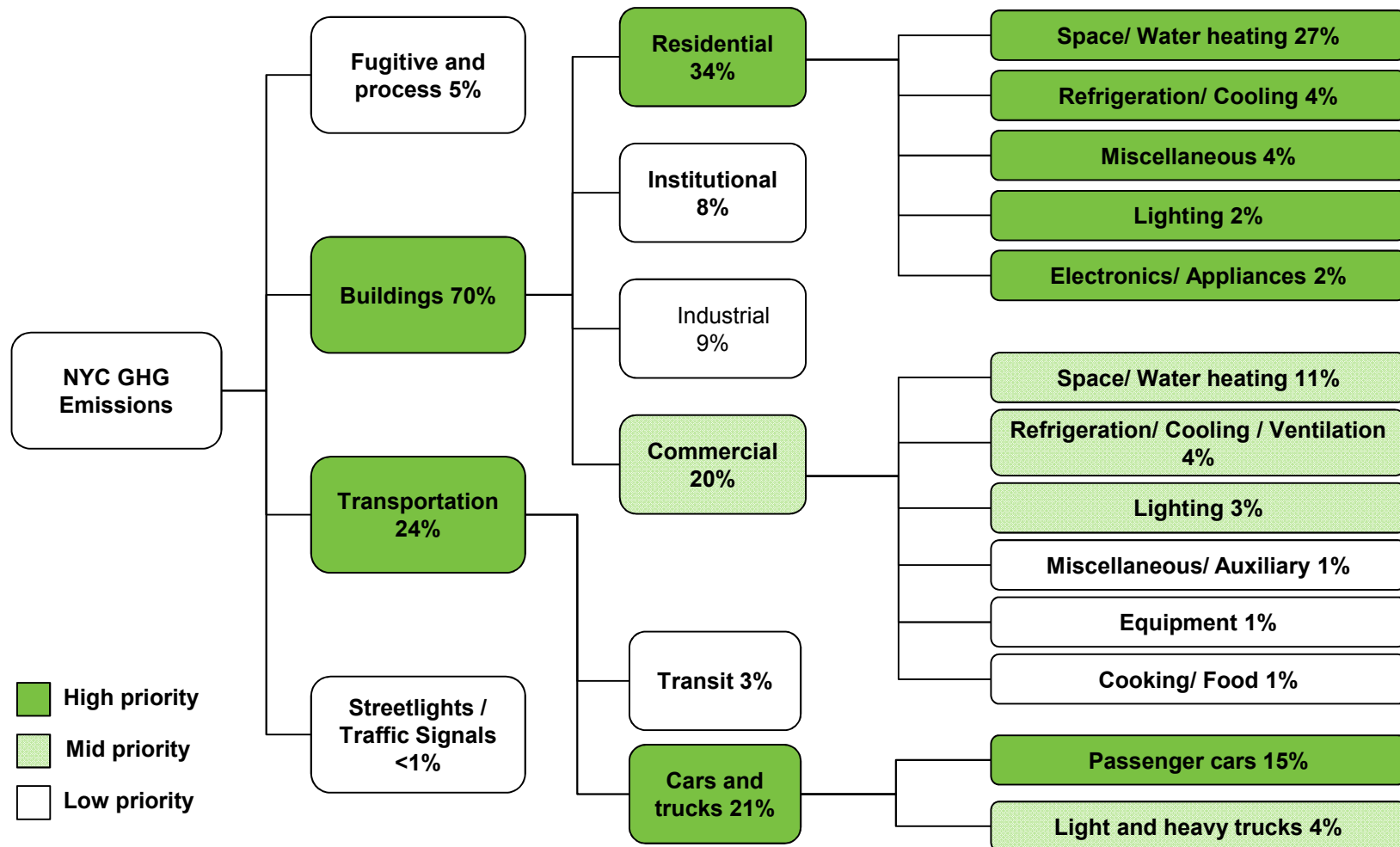
# AGENDA

- **Why focus on behavior change?**
- **Data-driven approach**
  - **Content**
  - **Audience**
- **Implementation**
  - **Strong Brand**
  - **Strategic Media Planning & Buying**
  - **Partnerships**
  - **Trusted Messenger**
  - **Digital Media**
  - **Earned Media**

# IMPORTANCE OF BEHAVIOR CHANGE

- High impact
- Fills gaps/complements existing initiatives
- Lower cost than other levers
- Economic benefits
- Benefits felt quickly
- Impacts long-lasting
- Consumers are motivated to do their part

# NYC GHG EMISSIONS BREAKDOWN: HIGH IMPACT AREAS FOR PUBLIC EDUCATION



High priority areas identified based on (1) whether area can be influenced by NY residents, and (2) whether action by NY residents can significantly reduce NYC GHG emissions

# DETERMINING CAMPAIGNS | STUDY

## IDENTIFIED TOP ACTIONS FOR REDUCING GHG & IMPROVING ENVIRONMENTAL QUALITY

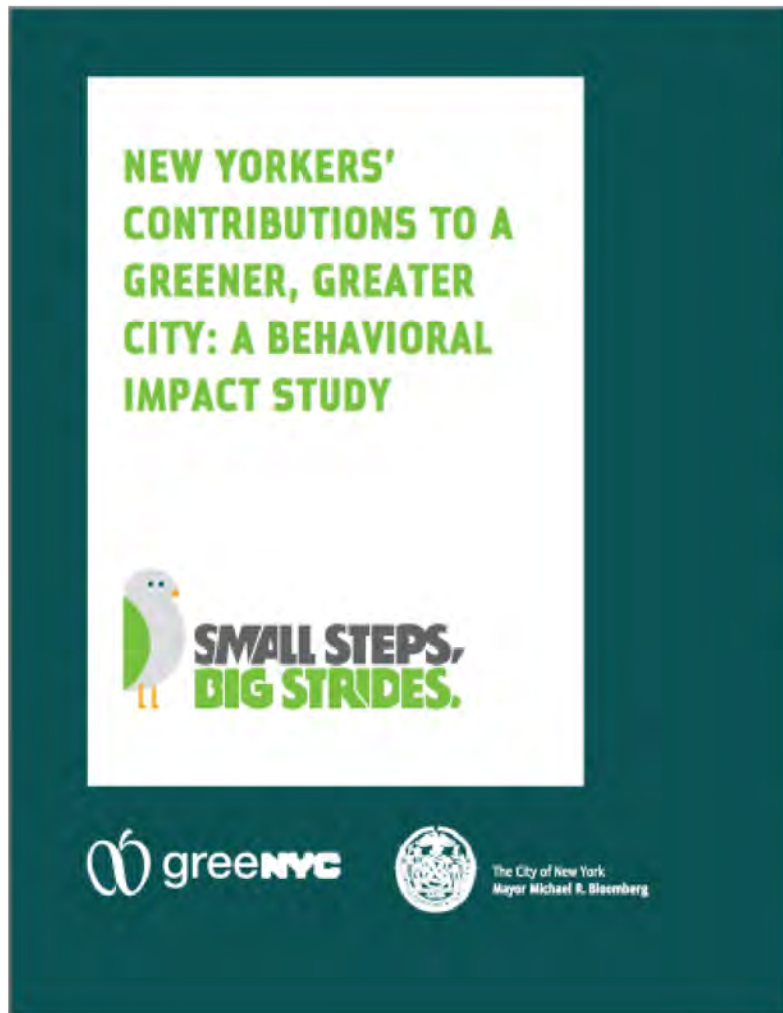


Table 1: Actions with high GHG reduction impacts and likelihood of uptake by residents of NYC

	Action*	Impact, MTCO2e**
1	Replace conventional gas engine car with a gasoline hybrid	1,189,962
2	Switch to electricity produced from non-fossil-fuel or clean sources	859,940
3	Perform a home-energy audit and act on its recommendations	786,346
4	Replace conventional gas engine car with an electric vehicle or plug-in	437,390
5	Weatherize your home	407,929
6	Air dry clothes and use cold water in dishwasher and washing machine	108,724
7	Replace incandescent bulbs with compact fluorescent light bulbs (CFLs)	86,737
8	Eat produce in season and purchase it from farmer's markets, green carts, or coops	50,906
9	In winter, turn down the thermostat 10 degrees when leaving for work and again before bed	41,440
10	Optimize vehicle performance by tuning engine, inflating tires, and using correct motor oil	36,568
	Total	4,005,942
	Percentage of 2011 NYC Inventory***	7.5%

\* To ensure consistency in calculation only actions tested in the consumer survey are included

\*\* Metric Tonne Carbon Dioxide Equivalent


\*\*\* Inventory of New York City Greenhouse Gas Emissions 2008 (5.15 CO<sub>2</sub>e)

Table 2: Actions with high waste reduction impacts and likelihood of uptake by residents of NYC

Sector	Action	Impact
Waste Reduction	Reduce textile waste: Repair and / or donate clothes	91,744 tons / year
	Save paper by going online: Opt out of junk mail, unwanted periodicals and paper billing	76,516 tons / year
Recycling	Recycle paper: Separate paper and place paper curbside for recycling	56,541 tons / year
Composting	Compost food scraps at a farmers market, a backyard bin, or through a garbage disposal	57,717 tons / year

Available for download: [nyc.gov/planyc](http://nyc.gov/planyc)

# AUDIENCE | SEGMENTATION ANALYSIS (AT A GLANCE)

	Segment	Demographic features	Defining characteristics		
			Concern for Environment	Willingness to engage	Media Usage
	<b>GREEN AFFICIONADOS (9%)</b>	<ul style="list-style-type: none"> <li>• Male</li> <li>• Brooklyn</li> <li>• Affluent</li> <li>• Young &amp; middle-age</li> <li>• More Republicans</li> </ul>	Average	<ul style="list-style-type: none"> <li>• Feel disempowered</li> <li>• Willing to pay for green</li> <li>• Expect technology will solve problems</li> </ul>	Internet news sites and blogs
	<b>PRAGMATIC HOME OWNERS (17%)</b>	<ul style="list-style-type: none"> <li>• Male / female</li> <li>• Queens / Staten Isl.</li> <li>• Older / married</li> <li>• Higher income</li> <li>• Homeowners</li> </ul>	Average	<ul style="list-style-type: none"> <li>• Feel empowered</li> <li>• Some skepticism on green problems</li> <li>• Care about cost and convenience</li> </ul>	Television news and newspaper
	<b>URBAN YOUTH (15%)</b>	<ul style="list-style-type: none"> <li>• Female</li> <li>• Manhattan</li> <li>• Young / single</li> <li>• All are renters</li> </ul>	High	<ul style="list-style-type: none"> <li>• Feel very empowered</li> <li>• Critical of local governments and corps</li> <li>• Faith in self over technology</li> <li>• Green isn't inconvenient</li> </ul>	Internet news sites and blogs
	<b>ASPIRING GREENS (27%)</b>	<ul style="list-style-type: none"> <li>• Female</li> <li>• All boroughs</li> <li>• Middle aged / married</li> <li>• Average income</li> <li>• Apartment dwellers</li> </ul>	High	<ul style="list-style-type: none"> <li>• Feel very empowered</li> <li>• Critical of private sector regard environment</li> <li>• Willing to be but when benefits are clear</li> </ul>	Television news and newspaper , low internet
	<b>SKEPTICS (31%)</b>	<ul style="list-style-type: none"> <li>• Male / female</li> <li>• All boroughs</li> <li>• Single / younger</li> <li>• Renting apartments</li> <li>• Lower educated</li> </ul>	Low	<ul style="list-style-type: none"> <li>• Low empowerment</li> <li>• Skepticism about environmental threats</li> <li>• Green = expensive and inconvenient</li> </ul>	Internet news and television news



# STRONG BRAND | GREENYC

40% of New Yorkers report familiarity with Birdie and the GreenNYC program;  
2+ billion media impressions generated for program initiatives



Campaigns consist of accessible messages, easy actions and compelling facts

# MULTI-MEDIA PSA CAMPAIGNS | ANTI – IDLING

Messages spread through paid media + City-owned assets

## DOT Message Boards



## NYC Buses



## Bumper Stickers – NYC Fleet



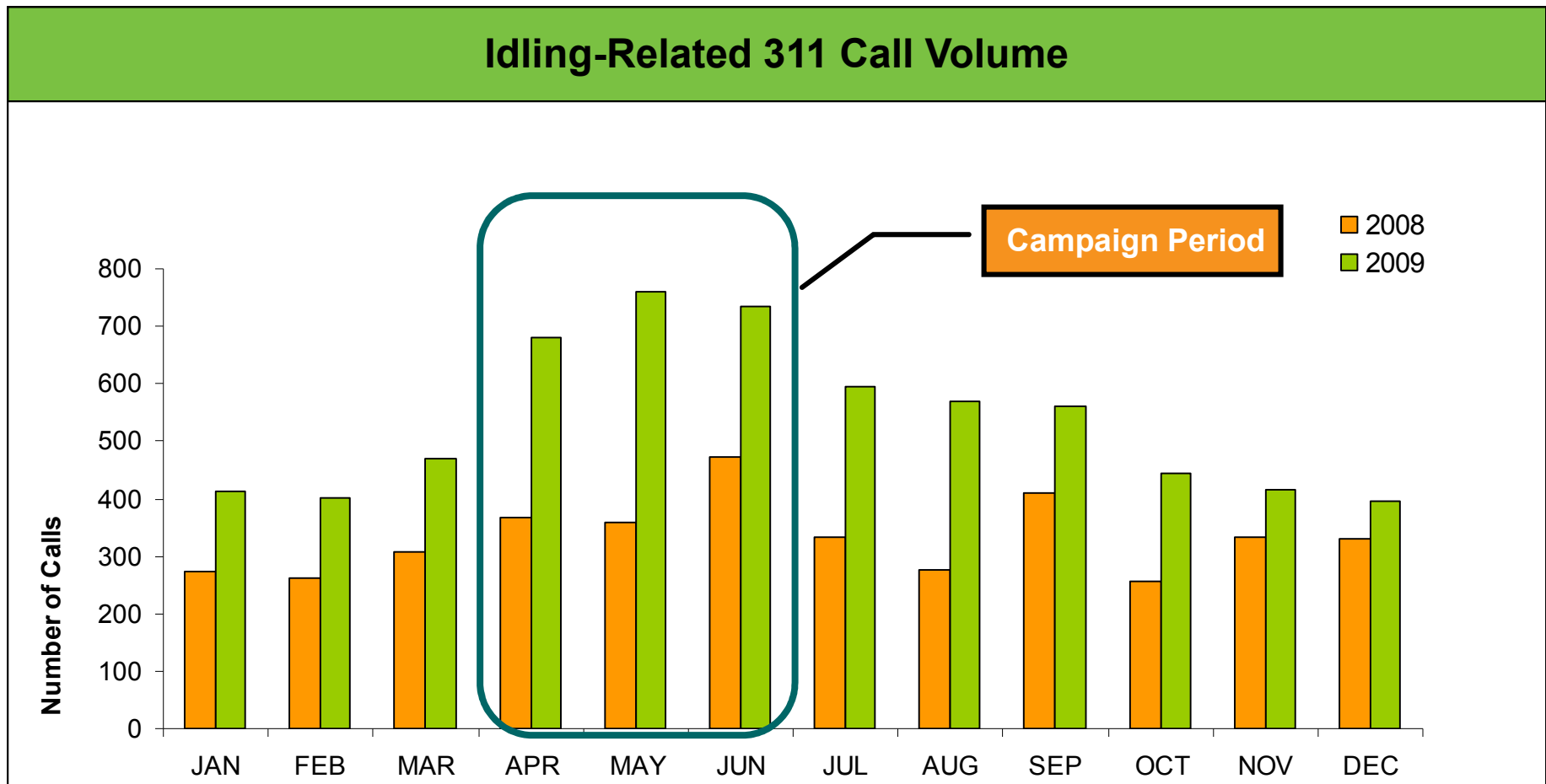
## Billboards





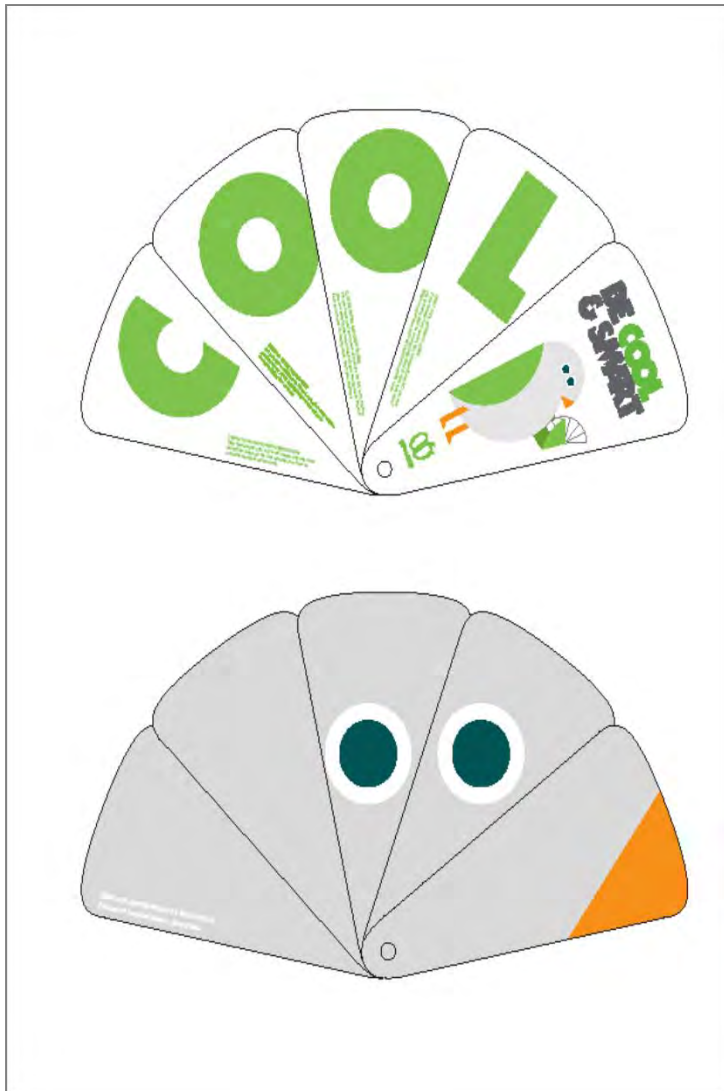
# MEASURING IMPACTS | ANTI – IDLING

Results: 195 Million Impressions & 111% increase to calls to 311



# MULTI-MEDIA PSA CAMPAIGNS | ENERGY EFFICIENT A/C

Campaign generated 861 million media impressions among New Yorkers



## KEEP COOL & SAVE MONEY THIS SUMMER.

Greetings City of New York Employee. In partnership with Best Buy, please follow GreenNYC's simple money-saving tips for energy efficient air conditioning. Remember to be cool and smart this summer:



### TURN UP YOUR THERMOSTAT

Set your air conditioner to 78° and save. For every degree you raise your A/C's thermostat you can cut your electricity bill by 3% or more.



### CLEAN YOUR AIR CONDITIONER FILTERS

Dirty filters make your A/C work harder and use more electricity. Wash, air dry and reinstall your filter to conserve energy & save money.



### CLOSE DRAPES & DRAW BLINDS

The sun's rays heat your home even when the A/C is on, making your unit work harder and increasing your energy costs. Want to save even more? On breezy days, open your windows.



### DON'T COOL AN EMPTY HOME

If you're away for 8 hours a day, turning off your A/C can save you at least a third on cooling costs. Want to save even more? When you are home, don't air condition an empty room.



As a proud sponsor of this public service announcement, Best Buy would like to offer:

### 10% Off for City Employees!

Stay cool for less, with an Energy Star qualified air conditioner!

Find the perfect energy efficient model for your needs at Best Buy. New York City employees receive 10% off any Energy Star qualified air conditioner, until 8/30/09 in conjunction with the GreenNYC campaign to turn up the A/C and save money. Ask for a manager in store to answer your questions.

Offer valid at the following locations (see below) from 8/23/09-8/30/09. Valid NYC government I.D. and additional valid photo I.D. must be shown at time of purchase to receive savings. Not valid with other promotional price offers. Selection varies by store. See a Customer Specialist for details. Limit 2 per customer.

Stores where valid:

Best Buy Staten Island, 2735 Richmond Ave., Staten Island, NY 10314 / Best Buy Long Island City, 1001 Northern Blvd., Long Island City, NY 11101 / Best Buy 23rd and 86th, 85 W 23rd St., New York, NY 10011 / Best Buy Rego Park, 8801 Queens Blvd., Elmhurst, NY 11373 / Best Buy Brooklyn, 8923 Bay Pkwy., Brooklyn, NY 11214 / Best Buy Broadway 94th, 422 Broadway, New York, NY 10012 / Best Buy 86th and Lexington, 1280 Lexington Ave., New York, NY 10028 / Best Buy 44th and 5th, 529 5th Ave., New York, NY 10017 / Best Buy 53rd and Broadway, 1580 Broadway, New York, NY 10023 / Best Buy Farham Rd, 402 E. Farham Rd., Bronx, NY 10458

# PARTNERSHIPS | CORPORATE

Campaign generated 582 million media impressions among New Yorkers and led to an increase in NYC CFL sales



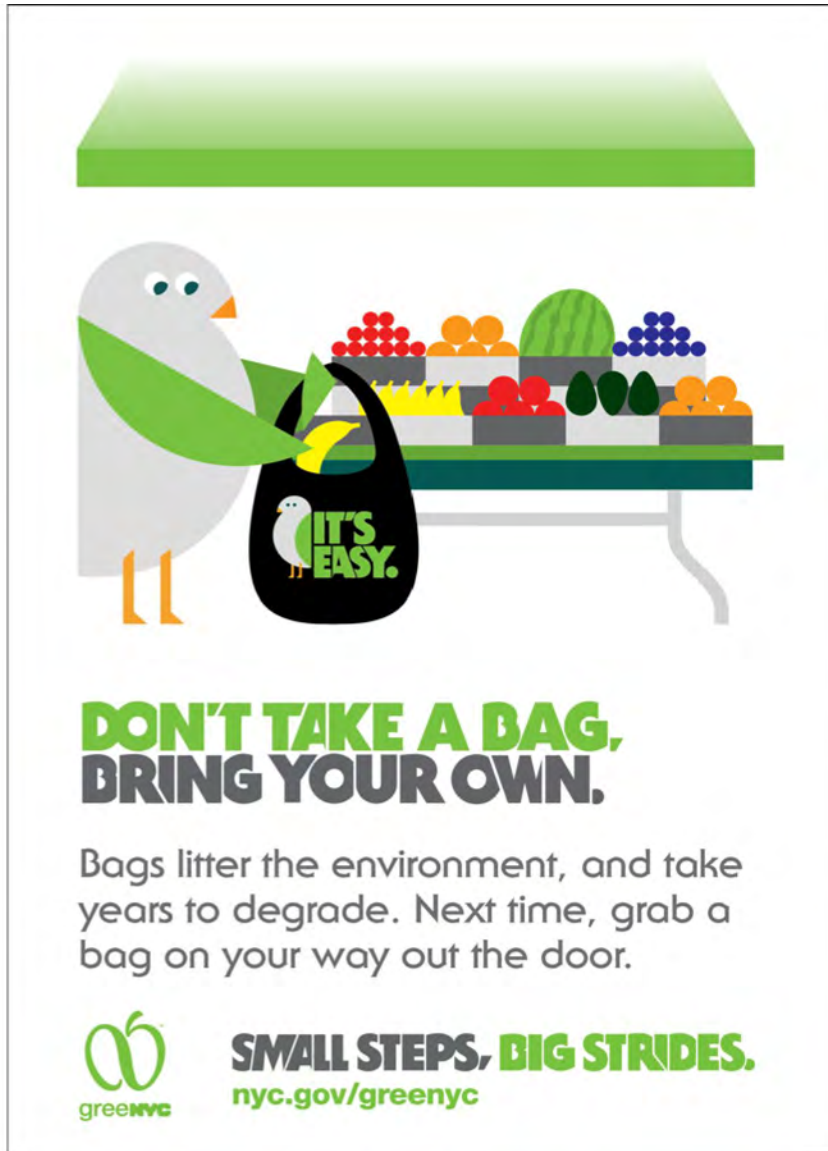
# PARTNERSHIPS | INSTITUTIONS

Developed tools for all NYC Mayor's University Challenge partners to engage students across the city





# PARTNERSHIPS | NOT-FOR-PROFITS





# PARTNERSHIPS | INTERNAL – PARKS & SANITATION DEPTS

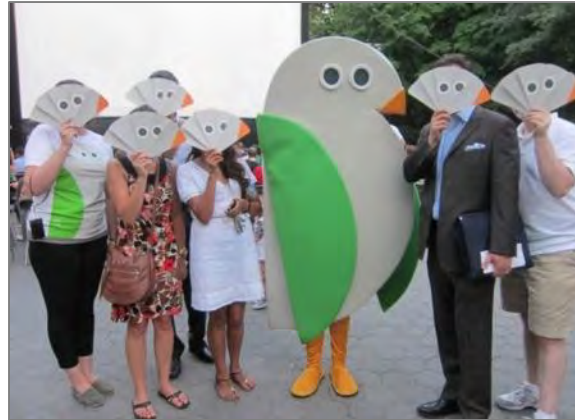


# PARTNERSHIPS | INTERNAL - WATER UTILITY



# BIRDIE | OFFICIAL MASCOT FOR GREENYC

Mascot has interacted with over 200,000 NYers through public appearances



- Million Trees Plantings
- Adventures NYC
- Pumpkin Festival
- Earth Day Events
- MulchFest
- Bike To Work Day
- Winter Jam
- New Museum StreetFest
- Street Games
- Skyscraper Classic Bike Bonanza
- MOMA PS1 Warm-Up
- Revenge of Electric Car Film Screening
- Flushing Meadows Corona Park
- Hunts Point Hustle
- High Line
- Global Kids Youth Summit
- Greenmarkets
- Recycling Olympics
- Summer Streets
- Governor's Island
- Press Conferences



# BIRDIE | NYC CELEBRITY



# BIRDIE | NEW YORKER






# DIGITAL | NYC.GOV/GREENYC

**NYC**

NYC Resources311Office of the Mayor



**HELP US GREENYC.**

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**TIPS: LEARN SOME SIMPLE THINGS YOU CAN DO**

AT HOMEAT WORKON THE GOLIFESTYLE

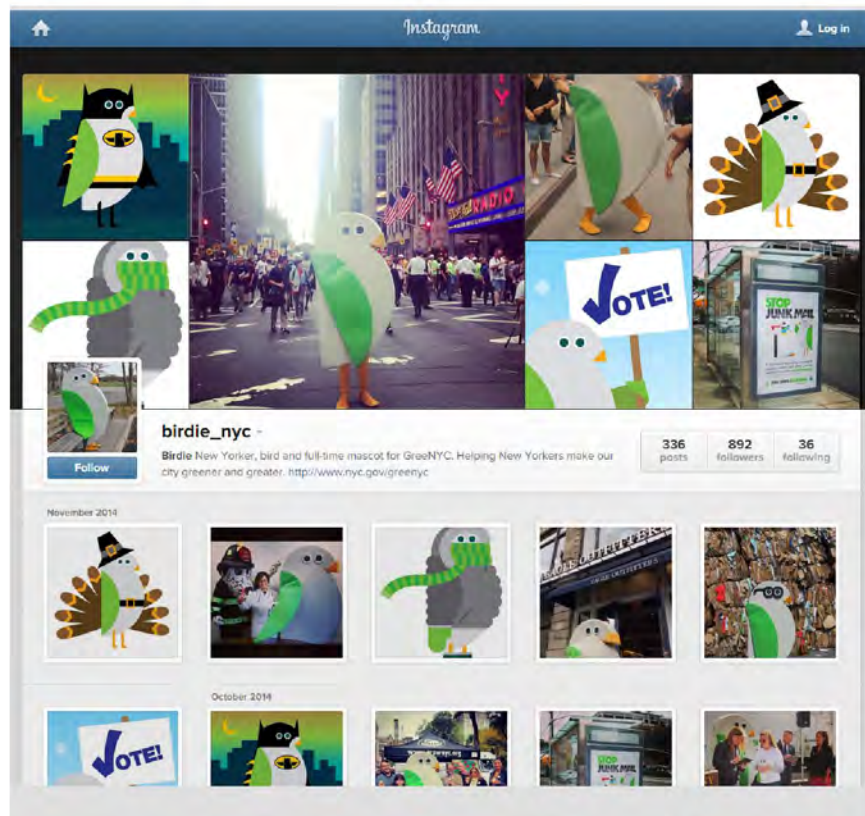


**Photo Albums**




# DIGITAL | SOCIAL MEDIA

Birdie's Facebook, Twitter and Instagram pages have dedicated following





# EARNED MEDIA

61°  **gothamist**

Search  GO

OUR CITIES: LONDON

**FEATURED**

**Video: Good Samaritan Shames Bike Thief Into Returning stolen Wheel**


**No Charges For Running Over Schoolkids On Queens Sidewalk**

**TV Crew Sort Of Apologizes To Residents Of Fort Greene**

NO PARKING TOWED Wednesday 9/11/20 Thursday 9/12/2013 10:00 PM

Photos: Birdie—NYC's Most Fun Mascot—Takes A Staycation

fullscreen



Birdie enjoys the tranquil Chinese Scholar's Garden at Sailors Snug Harbor (Photo courtesy Birdie NYC)



The New York Times

TimeOut  
New York



## TO SUM UP...

Data + Strong Brand Using Marketing Best Practices =  
Consumer Engagement + Key Strategic Partnerships



**For Additional Information:**

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Facebook, Instagram and Twitter: **Birdie\_NYC**