Corporate Priority Action Items:
A Lesson in Middle-Out Behavior Change

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Speakers: Lara Y. Buluç and Meghan Oswalt

SustainableOperations

Session Overview

Background & Drivers

Case Study #1: Power-IT-Down (PID)

Case Study #2: Utility Bill Cleanup (UBC)

Case Study #3: Vehicle Idling Policy (VIP)

Case Study #4: Green Office Initiative (GOI)

Common Themes & Lessons Learned

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The Forest Service – Caring for the Land and Serving the People
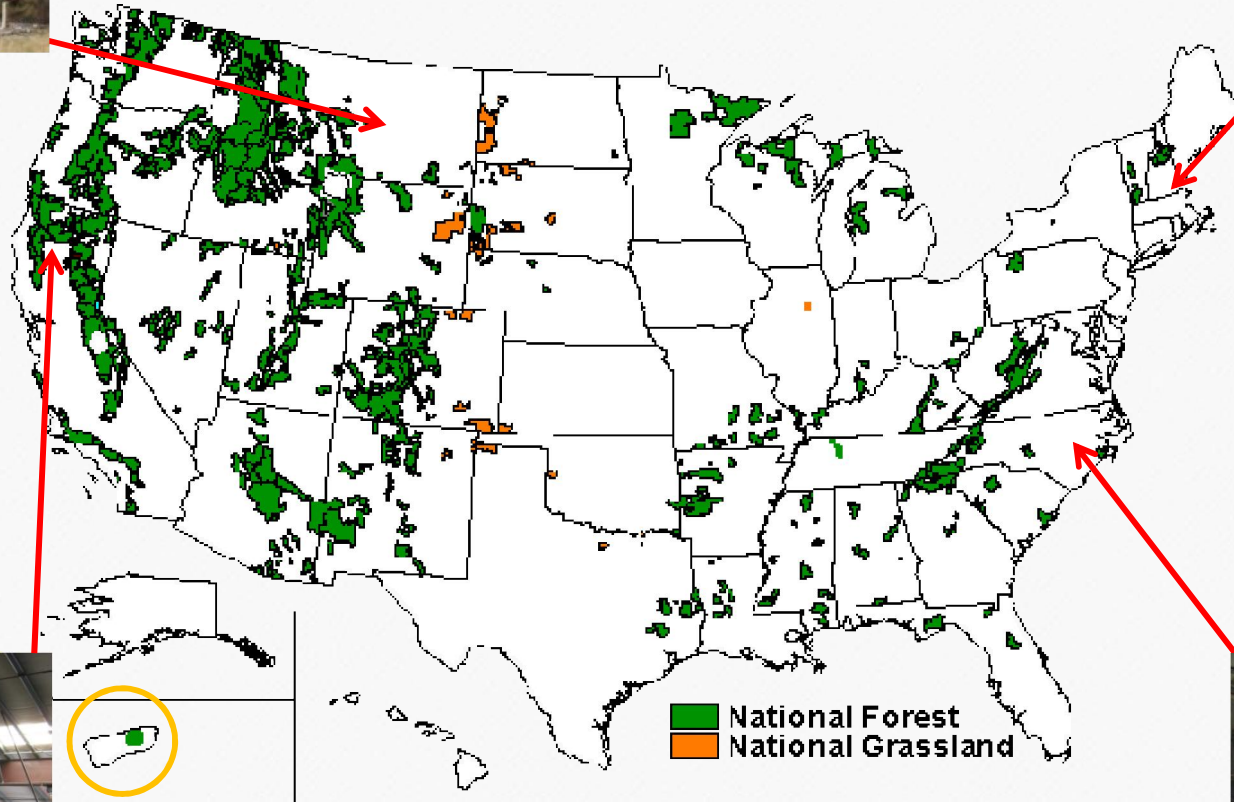
9 Regions

133 National Forests & Grasslands

Beaverhead-
Deerlodge NF

Northeastern
Area Office

Shasta-Trinity NF

Southern
Research Station

National Forest
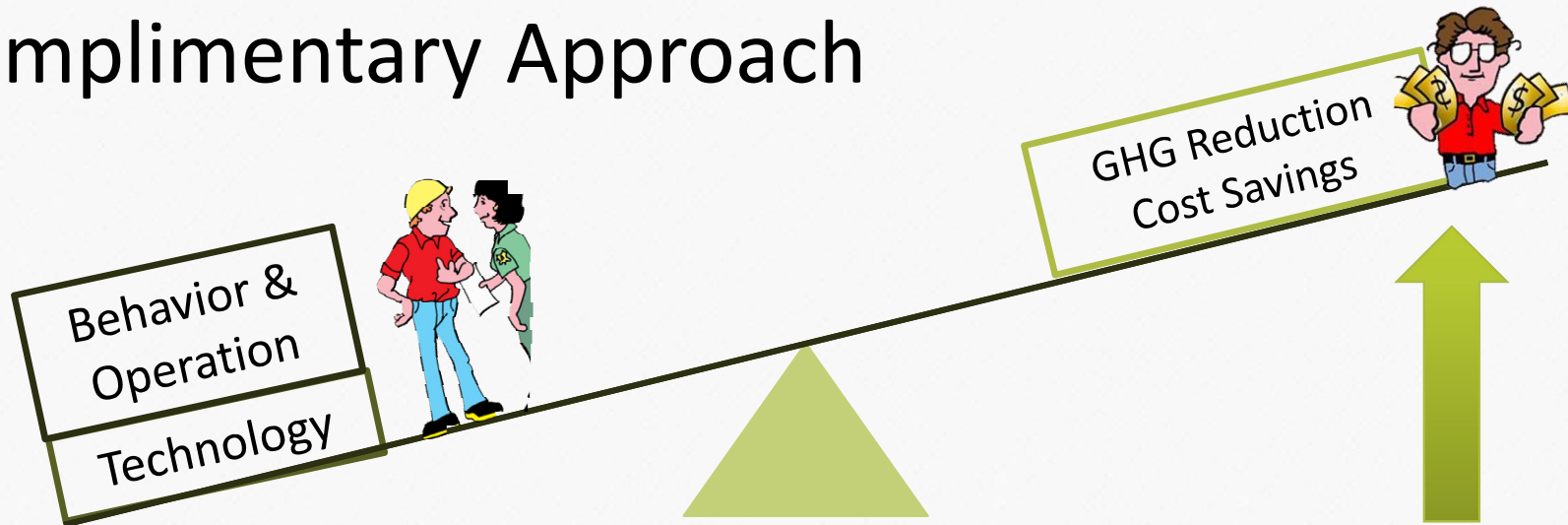National Grassland

28,000 Full-Time Employees

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Sustainable Operations Approach

- # Traditional Approach

Technology	Program Savings	Behavior & Operation

- # Complimentary Approach

Behavior & Operation

Technology

GHG Reduction Cost Savings

Corporate Priority Action Items (CPAIs)

Field-Tested, Leadership Approved
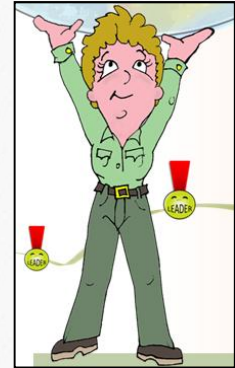
SusOps Corporate Priority Action Items (CPAIs) are specific actions implemented across the Forest Service to reduce the environmental footprint of its operations.

CPAIs are based on results of field-based projects that are determined to be applicable at a national level and will result in a significant:

- Change in behavior,
- Increase in efficiency, and/or
- Cost-savings

CPAIs enable the Forest Service to implement up to two sustainable operations actions on the corporate scale each year.
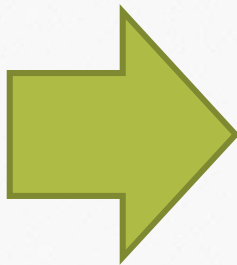
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What is Power-IT-Down (PID)? – FY14-15

National PID

- Low-cost effort strongly encouraging employees to power down electronic devices and IT peripherals.
- Collaboratively implemented by Forest Service Chief Information Office and Sustainable Operations.

Potential Savings

Powering Down
1 Computer
every night

$60
per year

Multiplied by
43,000
Computers

$2.5
million per year

Behavior Change Tools

Communication

PID Correspondence Database Letters

PID communications were shared with all employees in PID facility:
• Introduction to PID
• PID Begins this Weekend
• Current PID Results

PID Results Briefings: PID Points of Contact and Agency Leadership

Trainings

10 How-To-Report Webinars

3 How to Use Advanced Meter Reports for PID Documentation

Green IT/PID Online Learning Module

http://www.tripos-sw.com/sip/courses/usfs/pid/player.html

Forest Service Chief Information Office and Sustainable Operations
Power-IT-Down
CIO

Roll-Out Approach & Cost/Resource Savings

4-Phase Implementation Approach

	Phase 1	Phase 2	Phase 3	Phase 4
Impacted Facilities	Regional Offices, Stations and EISA Covered Facilities	Expand to High Performance Sustainable Buildings and Remaining Supervisor's Offices	All Interested Units/Green Teams	All Units
Total Employees Impacted	**Perm** – 11,032 **Total** = 12,809	**Perm** = 16,081 **Total** = 19,179	**Perm** = 22,483 **Total** = 29,8	
Timeline	**PID on Weekends Only**		**Transiti**	
	December 2013	May 2014	January 20	

PID Phase 1, 2 & 3 Results
Dec.6, 2013 – June 15, 2015

kWh Savings: Equivalent to CO$_2$ emissions from 42,951 gallons of gasoline consumed.

553,563

Cost Savings
$45,794

127 Units Participating
12% of Phase 1, 2, and 3 Facilities

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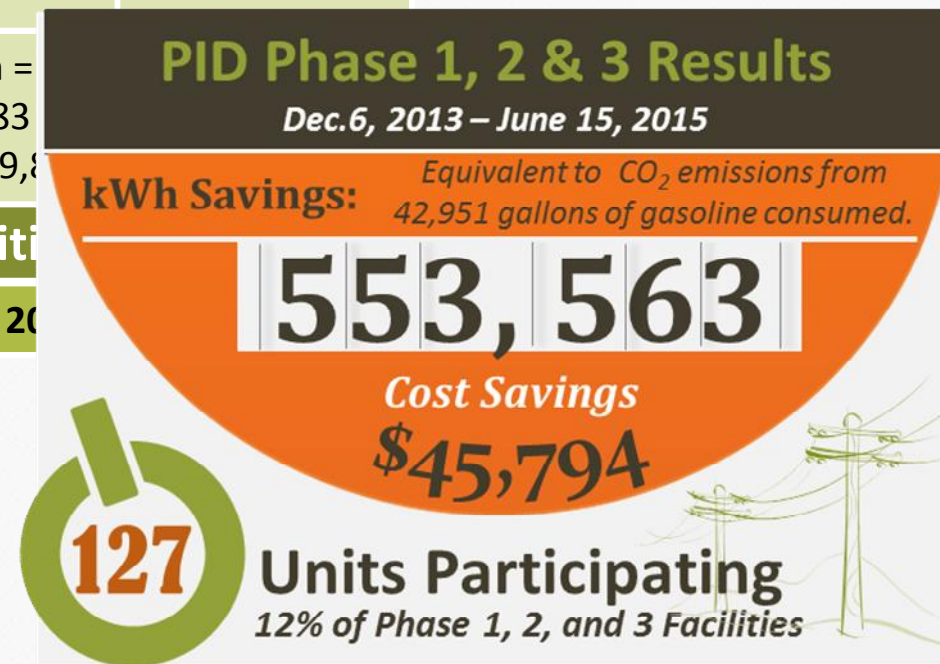
Partnerships & Long-Term Benefits

Partnerships

- CIO Leadership
  - Desktop
  - Customer Help Desk
  - Client Liaisons
  - CIO Communications
- Region/Station/Area
  - Energy Managers
  - SusOps Coordinators
  - IM Directors

Long-Term Benefits

- In FY16, PID evolves from a Forest Service-only initiative to a "focus for learning" among USDA sub-agencies.
- Behavior change helps make us work efficiently as a group.

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What is Utility Bill Cleanup? – FY15-16

Utility Bill Cleanup (UBC)

- Agency-wide effort to thoroughly review and properly identify all utility accounts on a unit.

Objectives

Corporate Priority Action Item for SusOps

- Reduces our environmental footprint
- Improves potential audit findings
- Daylights our operational overhead

Cost Savings

- Reduces improper payments usually resulting in SAVINGS!
- Eliminates idle accounts
- Potential to eliminate up to $4M in agency utility costs, based on progress to date

Develop Accurate Consumption Baseline

- Benchmark against which future progress can be measured
- Comply with Federal Executive Order & Law requirements

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Roll-Out Approach

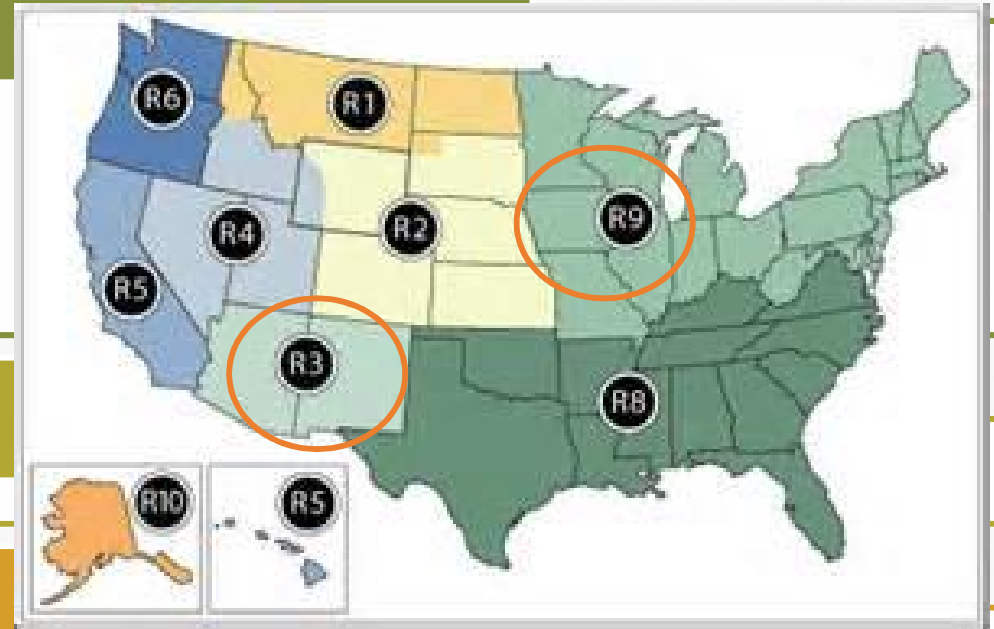**Standard Operating Procedure (SOP)**

Pilot Forests/District

- Region 9 Huron-Manistee NF
- Region 3 Cibola NF
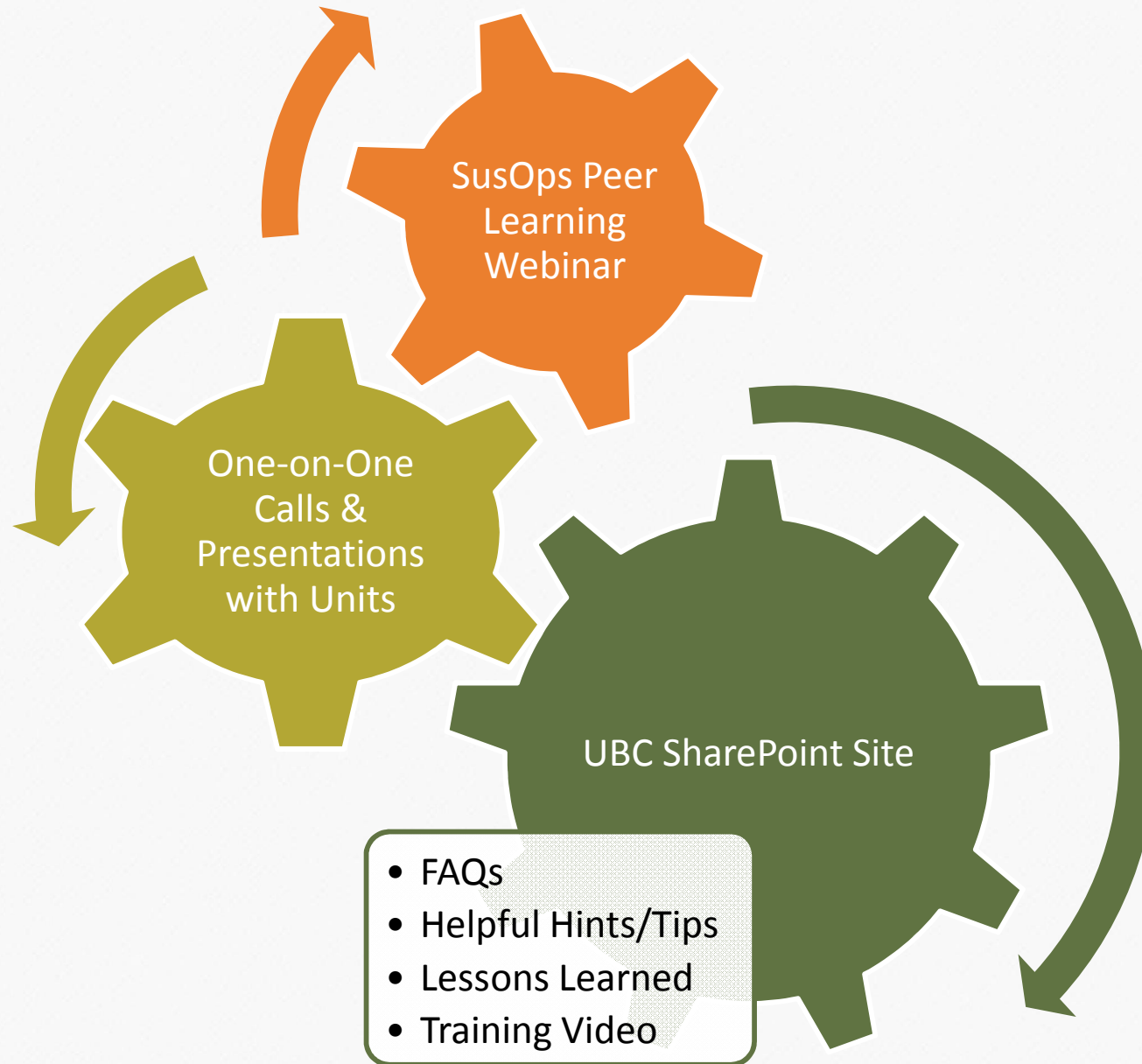- Region 9 Mark Twain NF (Virtual)

National Correspondence

Different Approaches

Progress Reporting

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Behavior Change Tools

SusOps Peer Learning Webinar

One-on-One Calls & Presentations with Units

UBC SharePoint Site

- FAQs
- Helpful Hints/Tips
- Lessons Learned
- Training Video

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Partnerships & Long-Term Benefits

Partnerships

- Across R/S/As, from WO to Forest/District level
- Multi-discipline Teams
- SusOps Communication Team
- Albuquerque Service Center
- RSA Energy Managers
- RSA SusOps Coordinators
- Ameresco
- Forest Service Enterprise Team

Long-Term Benefits

- Reduces environmental footprint and operational overhead costs
- More accurate, unit-level greenhouse gas inventories
- Increases accuracy of information for line officer decision-making
- Establishes a consumption baseline and improves long-term management of utility bills on RSA's

Vehicle Idling Policy (VIP) – FY16-17

Policy Highlights

- Applies to all Forest Service owned and leased vehicles that are parked.

- Limits idling to 10 seconds (count of 10) at a time.

- Permits idling for safety and business requirements.

Turn Your Key, Be Idle Free

Vehicle Idling Policy (VIP) – FY16-17

Tools

- Communications
  - Footprint Area
  - 5 minute video
- Eco-Oriented Fleet & Drivers Learning Module
- Telematics Analysis Pilot

Partnerships

- Agency Fleet Managers
- Union
- Fire
- Law Enforcement
- SusOps Coordinators

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Green Office Initiative (GOI) – FY17

Catalyst: WO Yates Building consolidation when employees were required to share office space and reduce waste.

Focus: Reducing paper waste in the office environment.

- Electronic signatures and filing systems
- Using at least 50% recycled paper

Roll-Out Approach: Pilot at each Region/Station/Area and provide guidance documents to assist in implementing using a phased approach.

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Common Themes & Lessons Learned

It isn't easy being green...but it's possible with committed partners.

Be curious like George & flexible like Gumby.

Crossing silos pays dividends.

Money doesn't grow on trees...but reduced appropriations don't have to halt efficiency work.

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