“Are these bike shorts worthy?”

“What about ENERGY STAR TVs?”

“Are our people the problem?”

“Can you fix the program?”

The Original Green Energy Benefit (2007-2010):

“Earth-Friendly Benefit”

Sort of like a FLEX benefit plan...

$300 per year
+ 1-time Audit
Payroll reimbursement w/Proof of Purchase
“Use it or Lose it!”
About VEIC

- Over 30 years of reducing economic and environmental costs of energy
- Comprehensive focus and results
- Energy efficiency, renewable energy, and transportation
- National and international consulting and implementation
- Program design, planning and evaluation; policy, advocacy and research
- Clients: government agencies, regulators, utilities, foundations, and advocates

“We have to do better for our…”

Mission

- Goal
  - 5% per employee household reduction by 2012

The Big Picture

Global Health: Climate Crisis & Social Justice

“Can VEIC fix its own program?”

The outcome to be avoided...

Core Approach

Assess → Support → React

Culture Resources
- Informational
- Financial

Approach to Support

Assess
- Survey Report
- Individual Benchmark

Support
- Content
- Informational

React
- Actions
  - Purchases
  - Behavior

Repeat
- Measure
- Improve

“How would you fix the program?”

The Relaunched Green Energy Benefit (2011):

“Sustainable Energy Investment (SEI) Benefit”

- $300 per year
- + 1-time Audit
- Proof of Purchase + Eligibility
- “Rolls over, 5-year cap”

Sort of like a FLEX benefit plan...
- “NEW” Clear & Specific Criteria...
- “NEW” Rollover for 5 yrs!
- “NEW” Support & Advice SEIBenefit@veic.org
- “NEW” Org. Commitment → 2012 New Money ($750)
  → 2013 Payroll Loan ($10k, 5 yrs)
  → 2014 Tools & Reports
  → 2015 EV Bonus ($500)
And there was much rejoicing...

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**Assessment: Survey**

- Comprehensive
- Consistent
- Voluntary, self-report
- Participation matters!

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**Assessment: Survey Participation Rate**

<table>
<thead>
<tr>
<th>Year</th>
<th>Staff Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>2007</td>
<td>74%</td>
</tr>
<tr>
<td>2008</td>
<td>4%</td>
</tr>
<tr>
<td>2009</td>
<td>4%</td>
</tr>
<tr>
<td>2010</td>
<td>1%</td>
</tr>
<tr>
<td>2011</td>
<td>37%</td>
</tr>
<tr>
<td>2012</td>
<td>33%</td>
</tr>
<tr>
<td>2013</td>
<td>54%</td>
</tr>
</tbody>
</table>

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**Assessment: Survey Goals Design**

1. **Participation**
   - Goal: > 80% of all staff
     - Most ever, but achievable; $50 benefit adder $350
     - 250 staff
     - Offices in 4 Different states

2. **Strategy**
   - Make it easier ➔ new web-app tools
   - Make it fun ➔ community-feel

3. **Communication**
   - E-mail & Intranet
   - Posters & Flyers
   - Data-Driven Outreach

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**Our Core Approach**

- Assess
- Support
- React

Repe
t Measure Improve

Culture Resources Informational Financial

Actions Purchases Behavior
“is it working?”

Survey Complete
Thank You!
We're at 100% of our goal.

“Here’s $50 and…”

Our Core
Approach

Got Employee Engagement?
“How’d we do it? Let’s Recap!”

With a little help from an old friend...

**Complete** → Total Energy, Household
**Continuous** → Multi-Year Journey
**Connection** → Workplace Community

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“What’s next?”

“Mmmmm... other words that start with ‘c’

**Convenience** → Integration & Context
**Collaboration** → Partnerships – *New!*
**Clout** → Replicate Results, Scale

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“Look to our Precedents…”

Health Insurance
Retirement Planning
Education & Wellness
Green Energy?

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“Why this new approach excites us…”

Treat the whole patient

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Speed and Impact

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To better reach the underserved