



Measure, Support and Repeat:

The 8-year story of a +20% Emissions Reduction in Employee Households across Four US States

"Are these bike shorts worthy?"



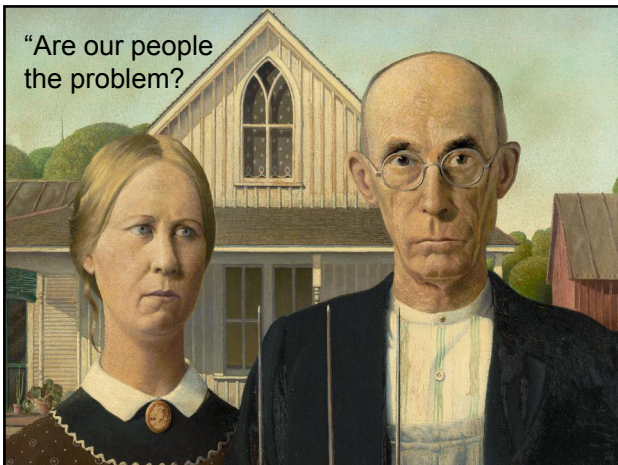
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"What about ENERGY STAR TVs?"



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"Are our people the problem?"



"Can you fix the program?"

The Original Green Energy Benefit (2007-2010):

"Earth-Friendly Benefit"



\$300 per year

+ 1-time Audit

Payroll reimbursement w/Proof of Purchase

"Use it or Lose it!"

Sort of like a FLEX benefit plan...



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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..."

5% per employee household reduction by 2012

Goal

Mission

Reduce the costs—economic and environmental—of energy use

The Big Picture →

Global Health: Climate Crisis & Social Justice

"Can VEIC fix it's own program?"

The outcome to be avoided...

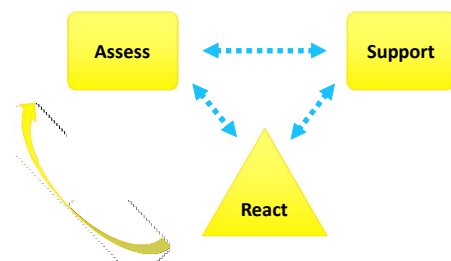


cobbler (makes shoes)

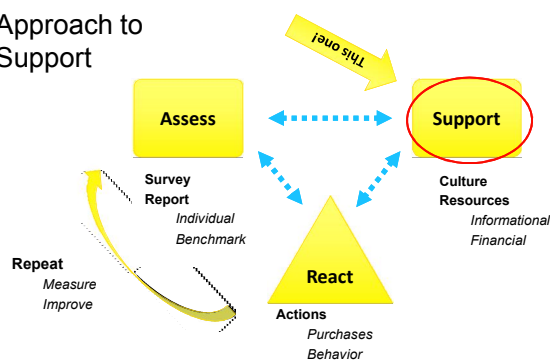


cobbler's son (barefoot)

Core Approach



Approach to Support



"How would you fix the program?"

The Relaunched Green Energy Benefit (2011):

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)



"Sustainable Energy Investment (SEI) Benefit"

\$300 per year

+ 1-time Audit

Proof of Purchase + Eligibility

"Rolls over, 5-year cap"

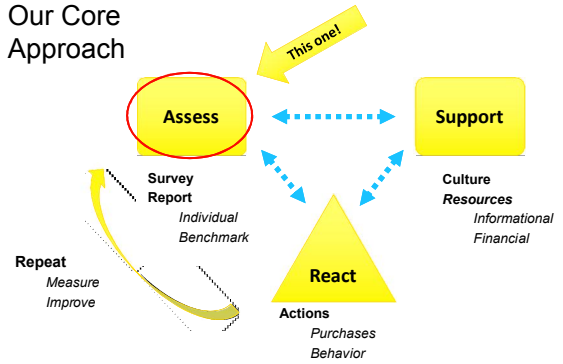
And there was much rejoicing...



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Our Core Approach

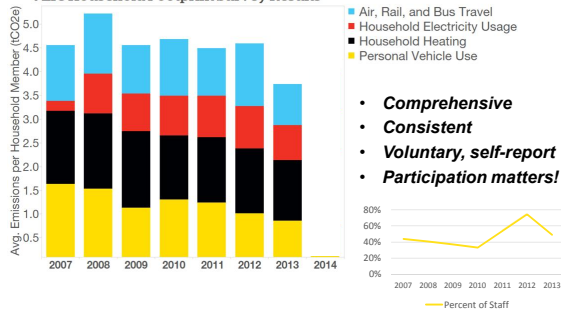


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Assessment: Survey

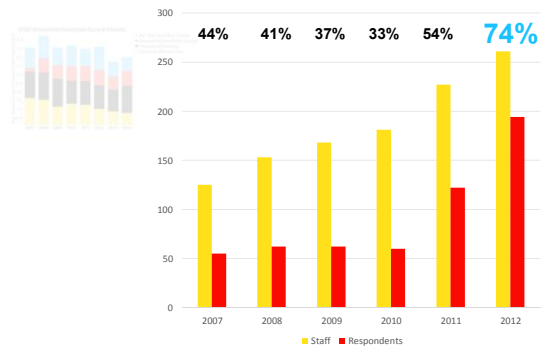
VEIC Household Footprint Survey Results



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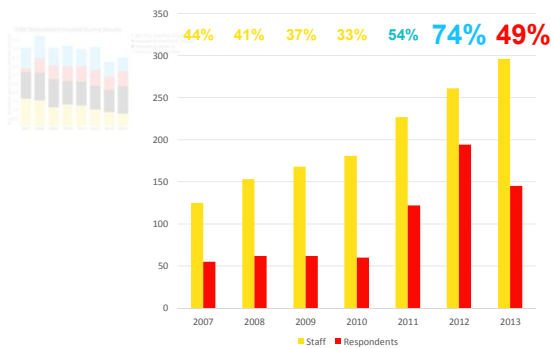
Assessment: Survey Participation Rate



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Assessment: Survey Participation



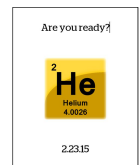
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Assessment: Survey Goals Design

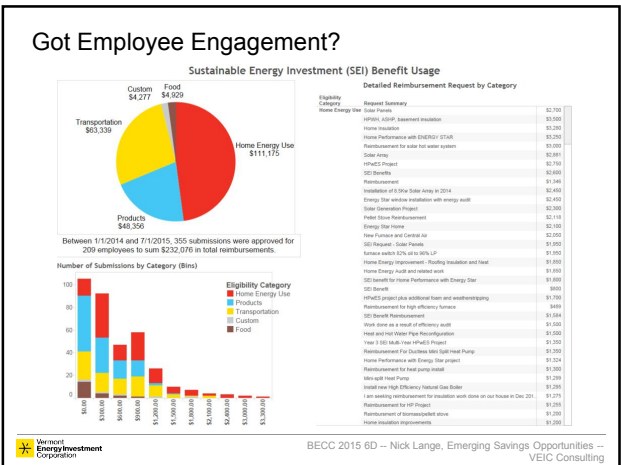
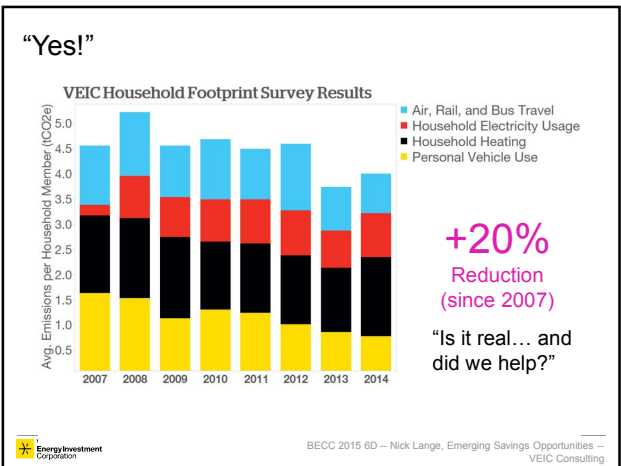
Participation

- Goal: > 80% of all staff
 - Most ever, but achievable; \$50 benefit adder **\$350**
 - 250 staff
 - Offices in 4 Different states
- Strategy
 - Make it easier → new web-app tools
 - Make it fun → community-feel
- Communication
 - E-mail & Intranet
 - Posters Flyers
 - Data-Driven Outreach



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“How’d we do it? Let’s Recap!”



With a little help from an old friend..

- C**omplete → Total Energy, Household
- C**ontinuous → Multi-Year Journey
- C**onnection → Workplace Community

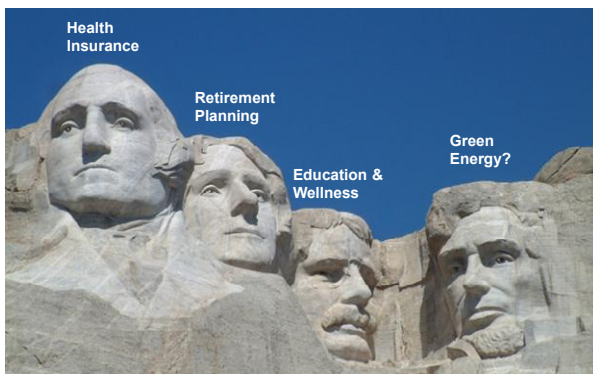
“What’s next?”



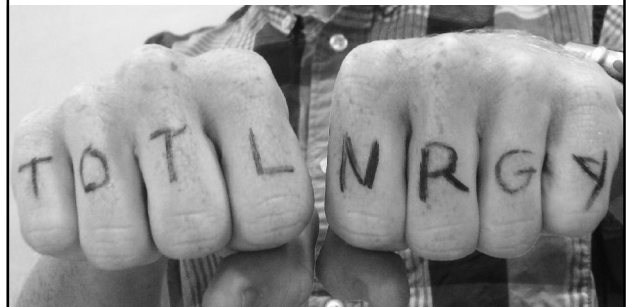
“Mmmmm... other words
that start with ‘c’”

- C**onvenience → Integration & Context
- C**ollaboration → Partnerships – *New!*
- C**lout → Replicate Results, Scale

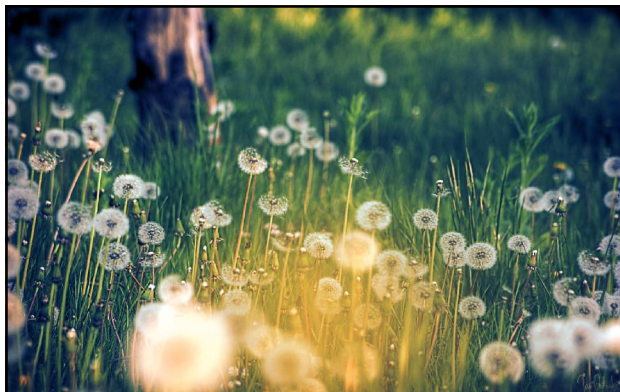
“Look to our Precedents...”



“Why this new approach excites us...”



Treat the whole patient



Speed and Impact



To better reach the
underserved