



Connecting the Dots in Higher Performing Buildings

Supporting Behavior Change in K-12, Higher Education & Government Environments

 Ashley Ruiz, McKinstry
Holly Barrett, Brand Cool Marketing



- **Full-service**, design-build-operate-and-maintain (DBOM) firm
- **Specialize** in consulting, construction, energy and facility services
- **Maximize** energy efficiency in the built environment
- Engage occupants and operators to save energy and cut waste


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- **Full-service** marketing agency and one of 1,600 certified B-Corps
- **Specialize** in engaging people in complex EE and sustainability programs
- **Maximize** adoption through behavior change strategies
- Recognize energy is human to improve resonance

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On the Front Lines Every Day

Driving High Performance Buildings

Equipment and retrofits are only half of the solution. We must address the behaviors, habits, and actions of occupants and operators.



“Our teachers are **overloaded**.
We can’t add in another thing
for them to worry about.”



“The biggest hurdle is that institutions
don’t have a vision for what they want
people to change, going beyond
turning off the lights.”



“People **underestimate the importance
of behavior change** consistently.
You can put a lot of controls in place
but if people don’t pay attention
to them, then you’re losing a lot.”




Seven C’s that Block Progress




Cost




Seven C's that Block Progress




Cost Commitment




Seven C's that Block Progress




Cost Commitment Connection




Seven C's that Block Progress




Cost Commitment Connection Champion



Seven C's that Block Progress



Cost Commitment Connection Champion Confusion



Seven C's that Block Progress

Cost Commitment Connection Champion Confusion Clarity

Seven C's that Block Progress

Cost Commitment Connection Champion Confusion Clarity Caring

Finding the Way In: Human Connection

We can find success by focusing on what's most important to people, which helps minimize the institutional and social gaps that exist within diverse environments.

Appeal to What Everyone Cares About

- Mastery**
 - Be known as a leader
 - To succeed, learn, be more effective or relevant
- Autonomy**
 - Be challenged or be like others
- Purpose**
 - Get recognition, win awards
 - Do the right thing
 - Make a difference, give back

Appeal to What Everyone Cares About



Where is Saving Costs?



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Limit What Shuts Individuals and Groups Down

- Being too prescriptive
- Making operators feel threatened or "exposed"
- Iron-fisted approaches
- Negative reinforcement
- Lack of consistent application or longevity
- Vendors that take credit
- Negative cultures that lead to backlash
- Measuring behavior change like equipment



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Bake Behavior Change In: What Works Well

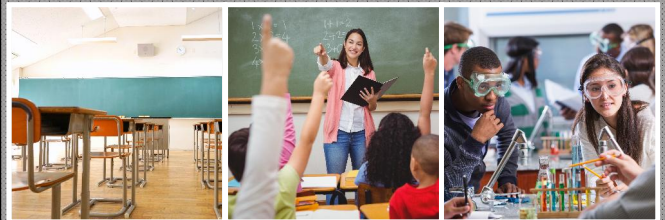
- Integrate EE in culture, values and everyday conversations
- Give people a say in how it's implemented
- Educate and communicate visually (traffic stoppers)
- Track and report performance results
- Take a holistic approach to all locations/district/campuses
- Make it easy to maintain
- Foster peer to peer engagement to inspire ideas
- Give permission to learn from mistakes
- Demonstrate leadership support
- Frame it as their own initiative to increase pride and ownership



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Getting Back to Basics

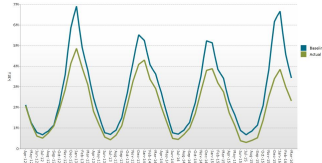
It's really as simple as what we learned in grade school.



1 Engage Visually: Seeing is Believing

Ideas:

- Dumpster dive/trash analysis
- Performance dashboard and results
- New technology to play with (e.g. watt meter tool)



2 Make it Fun

Ideas:

- Contests/challenges
- Social events
- Experience rewards
- Eye-catching messaging



3 Allow People to Explore What Works Best

Ideas:

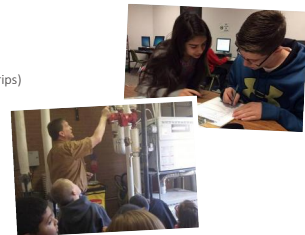
- Shared savings
- Student-driven projects
- Idea contests
- Project grants



4 Reinforce Engagement: "Learning by Teaching"

Ideas:

- Building operator tour
- Guest speakers
- Energy audits
- Tools (watt meter tool, smart power strips)



5 Show and Tell to Inspire

Ideas:

- Staff presentations
- Visible participation indicators (e.g. buttons)
- Certificates
- Boards with high achievers



Connecting the Dots.

Everybody wants to do good, make a difference, and be recognized and appreciated. People are motivated by seeing the impact of their actions – and energy efficiency can be a rallying point to make changes and see the direct result of that change.



Ashley Ruiz, McKinstry
ashleyr@mcKinstry.com

Holly Barrett, Brand Cool Marketing
holly.barrett@brandcool.com