

For immediate Release:

## Call for Nominations: **Landmark Behavior Change Case Studies (Energy and Transportation)**

Tools of Change is soliciting nominations for its 2018 *Landmark* behavior change case studies in two topic areas – (1) energy conservation and (2) sustainable transportation. If you know of anyone working on a particularly effective or innovative approach for changing energy or transportation behaviours, please consider nominating them – or yourself. All nominations must include measured impact results.

Designation as a “*Landmark*” (best practice) case study through this peer selection process recognizes behavior change programs and approaches considered to be among the most successful, innovative, replicable and adaptable in the world. Designated programs gain exposure and credibility, and we prepare and post detailed on-line program case study materials, which may help them attract customers and investors, and maintain or increase program funding.

Nominations are screened by Tools of Change staff and then the most promising are rated by peer selection panels based on a standard scoring grid. Designated programs are highlighted in our written case studies and videos. Program organizers get a *Landmark* designation logo for use on websites and in electronic newsletters, providing click-through access to the program’s case study materials.

The nomination form, which can be downloaded from [www.toolsofchange.com/en/landmark/](http://www.toolsofchange.com/en/landmark/), must be submitted by June 1, 2018. Designations will be announced by October 2018.

To view *Landmark* case studies designated in past years, go to [www.toolsofchange.com/en/landmark/](http://www.toolsofchange.com/en/landmark/)

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Media contact:

Jay Kassirer

General Manager, Tools of Change

President, Cullbridge Marketing and Communications

[kassirer@cullbridge.com](mailto:kassirer@cullbridge.com) (613) 224-3800 (800) 262-0934 extension 1

## BACKGROUNDER

### ABOUT TOOLS OF CHANGE

*Tools of Change* was launched in January, 2000 as a collaborative effort between Cullbridge™, the Federation of Canadian Municipalities, Health Canada, Natural Resources Canada, the International Institute for Sustainable Development, Environment Canada, and Canada's National Round Table on the Environment and the Economy. Founded on the principles of community-based social marketing, *Tools of Change* engages program planners and facilitators from around the world to share and learn from their collective experiences. Its mandate is to build the capacity for planning and implementing more successful health, safety and environmental promotion programs.

The Tools of Change website, sections of which are based on a workbook co-authored by Jay Kassirer and Doug McKenzie-Mohr, currently hosts about 160 full-length case studies. An impact evaluation of site users found that most returned to the site many times, had improved their programs as a result, and had used the site to help explain and justify their ideas to colleagues and decision makers. Many had replicated ideas found on the site. The website was recognized by the Infography as one of six superlative references on social marketing.

### RECENT LANDMARK DESIGNATIONS

The following are some recent examples of programs that have been designated.

#### Energy Conservation

- *ENERGY STAR* is one of the most effective public sector voluntary behavior change programs in U.S. history. The program was designed with the goal of decreasing greenhouse gas emissions by increasing the energy efficiency of products. ENERGY STAR sets national specifications for energy efficient products that are in the top 20% of efficiency for the product category. As efficiency in each product category improves, the specification moves up, encouraging continual improvement. Manufacturers that meet the specifications can use the ENERGY STAR label on products and in their marketing. Utilities can set rebate dollars based on a nationally accepted specification which makes it easy for manufacturers and retailers to participate in their rebate programs. Ultimately, consumers can easily identify products that are energy efficient when shopping. Designated in 2017.
- *Fort Collins Efficiency Works (Neighborhoods)*. In a pilot from the fall of 2015 to the fall of 2016, Fort Collins Utilities tested a new hybrid model of comprehensive home performance (HP) contracting to increase participation and energy savings. It offered a streamlined, turn-key service for homeowner that overcame key barriers to participation such as lack of time to select and meet with contractors, too many complex technical scope of work decisions, homeowner distrust of contractor proposals, and concerns about paying for improvements. The campaign also used a propensity model to target the neighborhoods with the highest potential for saving, and then direct mail marketing to neighborhoods with the highest propensity to participate. The pilot doubled enrollment rates, converted 44% of energy efficiency assessments to upgrades, and doubled average project energy

savings. In 2017, this pilot received the American Public Power Association Energy Innovator award. Designated in 2017.

- *Ohm Connect's #OhmHour Program* pays program participants to reduce their energy at peak times. On average, participants save 100-200 kWh at peak times per year per household. While there have been a number of episodic energy efficiency programs in the past, this case study adds three innovative elements: a focus on peak demand with remarkable frequency, flexibility and precision; rich gamification features that encourage user participation; and an optional level of automation that was not available until the recent installation of smart meters and widespread availability of smart devices. Implementation requires no hardware to purchase or install. Designated in 2017.
- The Bonneville Power Administration's *Energy Smart Industrial (ESI)* energy management program has changed how large industrial facilities prioritize and manage energy. Through participation in ESI's High Performance Energy Management (HPEM—now called Strategic Energy Management) program component, corporate leaders are encouraged to establish and communicate energy policies and goals, conduct regular reviews of energy performance metrics, and actively support energy efficiency improvement efforts. At the shop-floor level, HPEM/SEM impacts a broad range of behaviors and practices. Common improvements include the shutdown of idling equipment during non-production hours, implementing more energy efficient set points, and adopting enhanced preventative maintenance practices. Designated a Landmark case study in 2016.
- *Shower Feedback in Switzerland*. This pilot program provided Swiss households with real-time feedback on one specific, energy-intensive behavior: showering. Participants received smart shower meters that displayed feedback on the individual's energy and water consumption in the shower in real time. A randomized controlled trial with 697 households in Zurich found that the treatment group who received feedback in real time reduced their energy and water consumption, as well as time spent in the shower by 20-22% over the control group. The effects were stable throughout the two-month study, resulting in average savings of 1.2 kWh per day and household. This program was designated a Tools of Change Landmark case study in 2016.
- *Get Energized Iowa!* is a highly replicable approach that used a range of tools to encourage individuals and whole communities to achieve high gas and electricity savings (based on actual usage) and excellent cost-effectiveness. Designated in 2015.
- *Leadership in Energy and Environmental Design (LEED)* is a tremendously successful program that engages builders and owners in designing, building, selling / buying and operating more energy-efficient buildings. It awards points for meeting targets and doing targeted behaviors like benchmarking and tracking energy and water consumption, using specific types of materials, and recycling waste materials. It has become the most used green building rating system out there, adopted in more than 150 countries and territories worldwide. Designated in 2015.
- *Class 5 Energy's* comprehensive, long-term approach combines education, training, behavior change and goal setting with progress tracking, recognition, continuous improvement and social media, to reduce energy use in schools, hospitals and other institutional settings. Over eight years in the

program, Cambridge-Isanti Public School district reduced energy use per person by about 36% and saved \$2.6 million in energy costs. Designated in 2013.

- *City of Burlington's Ice Rink Competition* employs a low-cost community-based social marketing approach to significantly reduce energy consumption, associated greenhouse gases and energy costs. With a program return on investment of more than 96%, it shows the substantive impacts that behavioral change programs can have over and above retrofits. The results are based on actual utility bills. The approach is applicable to any high energy consuming asset (facilities and buildings, vehicle fleet) and is scalable. It successfully modified entrenched, long standing staff behaviour towards the desired energy conservation behaviors, improved facility performance, and extended equipment life cycle - all without sacrificing facility service levels and user satisfaction. Designated in 2013.
- *Opower* helps individual utility companies to send customized home energy use feedback reports to their residential utility customers. The full-colour reports include a comparison with other similar households, offer tips and strategies to reduce energy use, and provide seasonal energy consumption information. The program delivered 400 GWh (400,000,000 kWh) in energy savings over multiple regions in 2011. Designated in 2011.
- *Power Smart* is a great example of applying the "loyalty group" approach to progressively engage participants in changing behaviours. Energy savings for FY2010 were estimated at 5.15 GWh (5,150,000 kWh) Designated in 2011.

#### Sustainable Transportation

- *Capitol Hill In Motion* is a recent evolution of the individualized marketing approach used by King County, Washington. It illustrates how to further engage communities where most trips are already not drive-alone. With remarkably high signup rates, this campaign also delivered a solid 16% average reduction in drive-alone trips (surpassing the campaign goal and King County's overall goal of a 10% reduction). Designated in 2017.
- *Chicago's Go Program* is an Individualized Marketing program that helps residents walk, bike, ride transit, and share bikes more frequently, while driving alone less often. Participants have access to free personal support, group activities, and personalized Go Kits full of walking, biking, transit, and bike share information. Local outreach ambassadors help people explore their travel options by engaging residents in dialogue and fostering community partnerships. The program also organizes and leads group events where staff and ambassadors answer questions and provide personal support to help reduce barriers to accessing transportation options. Each program has continued on afterwards as a community-based initiative, independent of the original grant funding. Designated in 2017.
- *Bikeability Safety Training in the U.K.* This large scale bicycle safety training program from the UK has been particularly well evaluated and shows impressive results, adding to the evidence of the value of such trainings. Designated a Landmark case study in 2016.

- **Playa Vista Ability2Change** Playa Vista's Ability2Change program is a great example of a targeted, strategic approach to transport behavior change. It features careful market segmentation and barrier removal, with different initiatives for different people. In just seven months it yielded a 4.9% decrease in peak time drive alone mode share across the entire community (a decrease of 3.5 percentage points from 71.4% to 67.9%), with corresponding increases in carpool, cycling and transit trips. Designated in 2016.
- Since creating *In Motion* in 2004, King County Metro Transit has applied a growing toolkit of community-based social marketing techniques to persuade nearly 20,000 Seattle-area travelers to drive less. *In Motion* employs motivational messaging, commitments, rewards, engaging materials and norming tailored to the target community. Participants pledge to shift two drive-alone trips per week to transit, ridesharing, biking or walking. The program has been called into action during or in anticipation of major construction, transit restructures or new tolls. Designated in 2015.
- *Love to Ride* is a workplace cycling promotion program that uses 'stage of change' to segment participants and cost-effectively tailor communications with them. By targeting information and tools specific to individual users, participants are moved along a personal journey of change. Also innovative are its use of mobile platforms like cell phones and tablets to reach the right people with the right information at the right time. Originally developed in New Zealand, this program has now been replicated in continental Europe, the UK, US and Australia. Designated in 2014.
- The *Bicycle Friendly Communities Program* is a positive, upstream, results-oriented program designed to get municipal decision makers thinking about how all of their programs around cycling work complementary to one another, and how those programs can be synergistically improved. It provides recognition for the hard work done by municipal staff, the leadership displayed by municipal politicians and the partnerships developed with local cycling organizations. It gives communities that apply both a measure of where they are and a roadmap into the future, using a feedback system that has been developed and refined with input from stakeholders from all areas of transportation issues. Designated in 2014.
- *Stockholm's Congestion Pricing* was introduced in 2006 as a "trial", followed by a referendum. The charges reduced traffic across the cordon by 20%, leading to huge congestion reductions all over the city. Perhaps more surprisingly, the initially hostile opinion turned, and the referendum led to permanent reintroduction of congestion charges. The traffic effects have proved persistent in the years since. Designated in 2013.
- *CAC's HSBC Clean Air Achievers* program provides youth with a chance to meet high profile athletes and be inspired by personal messages to adopt healthier, more active and sustainable lifestyles. The program has dual goals of reducing air pollution and increasing physical activity levels via active transportation. For the 2011-2012 school year, program participants had a 30.6% average percent reduction in greenhouse gas emissions and 45.2% average percent increase in active transportation. Designated in 2013.
- *Haliburton Communities in Action* is a rare, well-documented model for promoting walking and cycling in a small or rural community. Designated in 2012.

- *Portland's Smart Trips Welcome Program*. Portland has refocused its Individualized Marketing efforts and incorporated an innovative and targeted communication strategy to help new residents develop environmentally-friendly and active transportation habits. As a result, the city's new residents took 10% fewer drive-alone trips and the proportion of their trips taken by green and active methods increased by 14%. This comprehensive approach includes a strong evaluation design and targeted social marketing strategies. Designated in 2012.
- *Stepping It Up*, led by the regional transportation authority Metrolinx, illustrates a coordinated, highly replicable, and institutionalized approach for reducing car traffic and increase walking and cycling to school. The program worked with 30 elementary schools in the City of Hamilton and Region of Peel, Ontario. Designated in 2012.
- *BIXI Bicycle Sharing (Montreal)* is a great example of how to make urban cycling a more practical and attractive transportation option. BIXI makes it convenient for commuters to cycle rather than drive, especially for frequent, short trips. The system was specifically developed to augment Montreal's existing transit system and between 2009 and 2013 Montrealers made more than 13 million trips with BIXI. It is a turn-key service that is inexpensive and replicable across many countries and cultures. In addition, by making cycling more chic and attractive, BIXI has had a major impact on cycling in North America. Designated in 2011.

## **LANDMARK PANEL MEMBERS 2018**

### **Energy Conservation Panel, 2018**

This panel includes members from on-the-ground programs (including Arien Korteland from BC Hydro, Kathy Kuntz from Cool Choices and Brian Smith from the Pacific Gas and Electric Company) as well as some of North America's most proactive consulting, NGO and government organizations supporting energy conservation professionals (including Doug McKenzie-Mohr, Marsha Walton from the New York Energy Research and Development Authority, and Reuven Sussman from the American Council for an Energy-Efficient Economy.)

### **Transportation Panel, 2018**

This panel includes members from on-the-ground programs (including Sunny Knott from King County, Adam Popper from the City of Toronto and JoAnn Woodhall from Translink) as well as from some of North America's most proactive consulting, NGO, and government organizations supporting sustainable transportation professionals (including Nathalie Lapointe from the Federation of Canadian Municipalities, David Levinger from the Mobility Education Foundation, Geoff Noxon from Noxon Associates, and Phil Winters from CUTR and the University of South Florida.)