

Energy Is Everywhere!

U.S. DEPARTMENT OF
ENERGY | Energy Efficiency &
Renewable Energy



Engage and Save

October 22, 2015



Webinar Series sponsored by
Housing and Urban Development,
Department of Energy and
Department of Education

Webinar Agenda

- Welcome and Intro to Webinar Series (HUD)
- Stewards of Affordable Housing of the Future (SAHF) Overview
- Need for Resident Engagement
- Resident Engagement Toolkit Background
- Resident Engagement Toolkit Components
- Q & A



You are on mute! Use your webinar bar to fill out poll or chat to send in a question.

Email SEEDInitiative@hud.gov about the Energy is Everywhere Webinar Series

ENGAGE & SAVE !

Resident Engagement Toolkit for Housing Authorities



Ruchi Shah- Energy Associate
Stewards of Affordable Housing for the Future (SAHF)

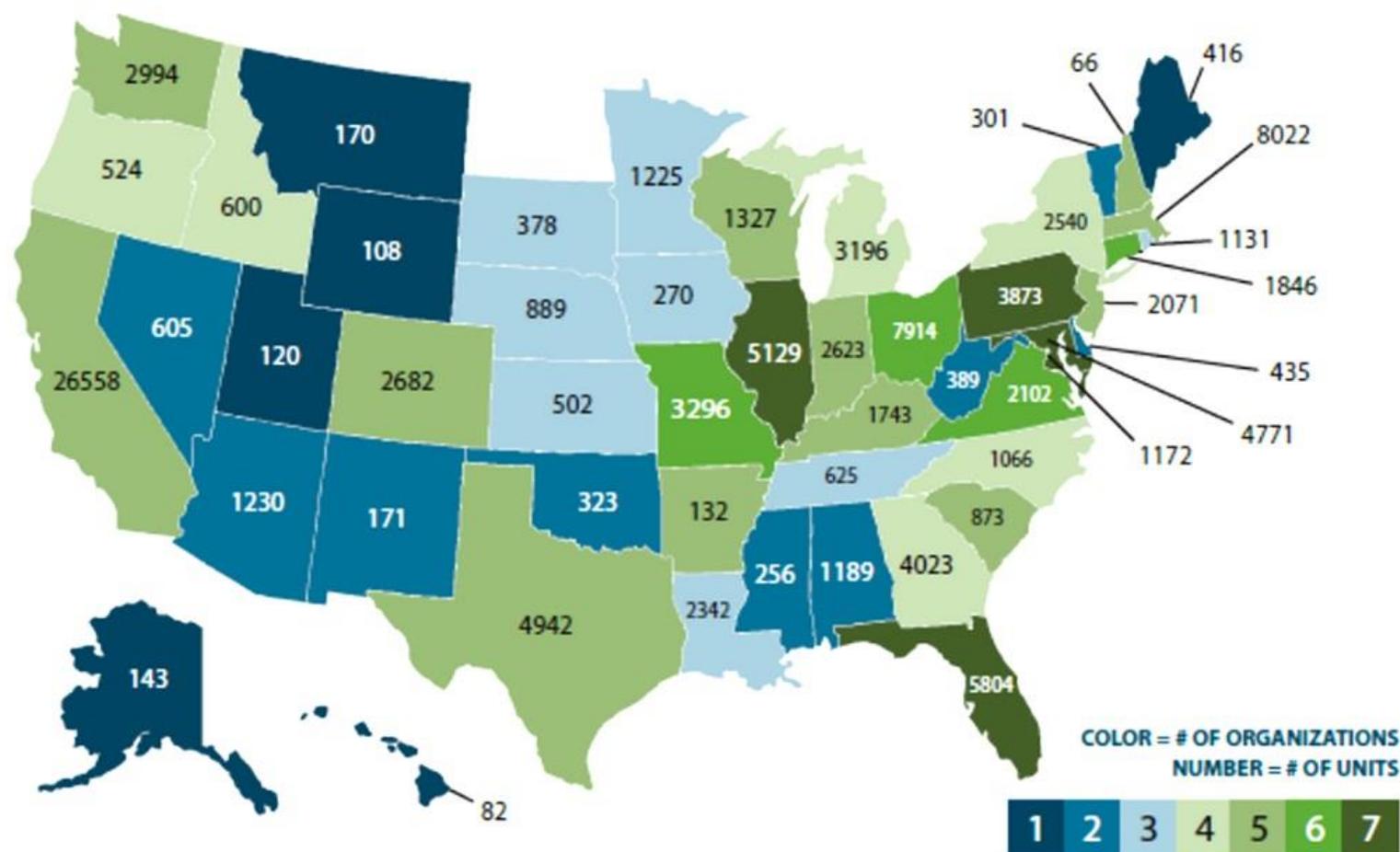
October 22, 2015

Webinar Agenda

- SAHF Overview
- Need for Resident Engagement
- Resident Engagement Toolkit Background
- Resident Engagement Toolkit Components (Handout)
- Next Steps

Stewards of Affordable Housing for the Future (SAHF)

- A collaborative of 11 exemplary multi-state non-profits.
- Over 115,000 units of affordable housing across the U.S.



Member Organizations:

- NTH/Enterprise
- Preservation of Affordable Housing
- Mercy Housing
- NHP Foundation
- Retirement Housing Foundation
- The Community Builders
- National Church Residences
- The Evangelical Lutheran Good Samaritan Society
- BRIDGE Housing
- Homes For America
- Volunteers of America

Buildings Don't Use Energy And Water... RESIDENTS DO !

- ❑ Physical improvements/Capital investments
- ❑ Changing the behavior of building staff and residents.
 - Studies show that up to 20% of building efficiency outcomes depend upon resident behavior (Dietz et al.2009).



Big Reach Goal

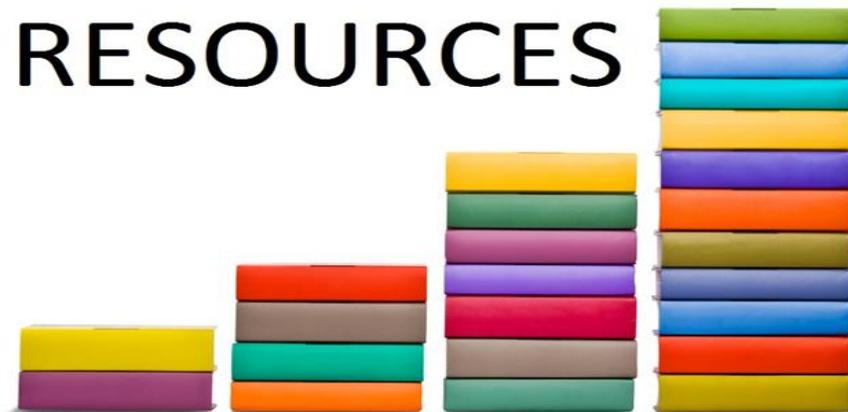
Where To Go?

SAHF Resident Engagement Toolkit

<http://sahfnet.org/residentengagement.html>

- ❑ Specific to Affordable Multifamily Housing
- ❑ Practical engagement tools, guidance, delivery tips
 - Enterprise - Resident Training in a Box & Green Leader training program
 - Green Roots
 - British Columbia Housing

RESOURCES



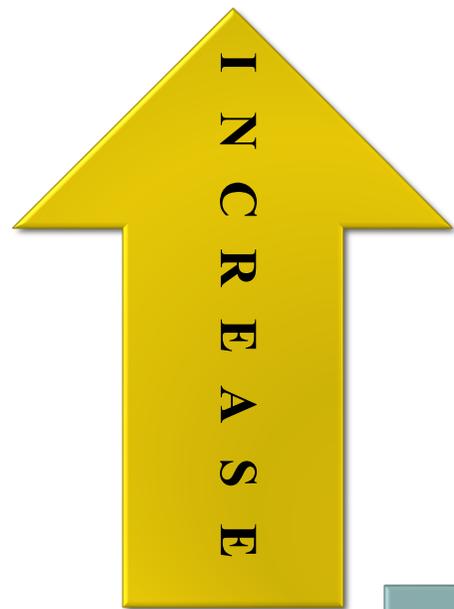
FREE

What Are Your Goals?

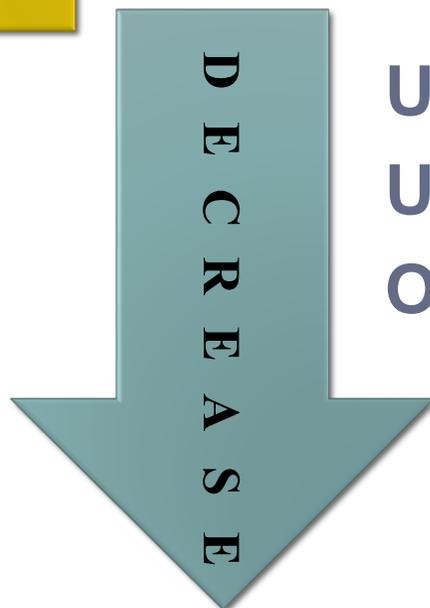
Poll 1 – Why do you want to engage your RESIDENTS?

1. Reduce Utility Cost and Consumption
2. Increase Community Engagement and Awareness
3. My Peers are Doing It
4. Promote Resident Health and Comfort
5. Other

One-Size Fits All



Building Efficiency
Community Engagement
Resident Health



Utility Consumption
Utility Costs
Operating Costs

TOPIC AREAS



Energy



Water



Waste



Health

OTHER ITEMS

- Resident Communications
- Program Kick Off
- Close Out & Evaluation

Choose What You Want !!

TOOLKIT COMPONENTS

1. Overview of Resident Engagement Modules
2. Before Getting Started
3. Gathering Information About Your Housing Community
4. Module A: Build a Conservation Foundation
5. Module B: Promote a Conservation Culture
6. Module C: Create Resident Green Leaders
7. Additional Resources

Refer to the handout attached.



Ch1. Overview of Resident Engagement Modules

Module A

Build a Conservation Foundation

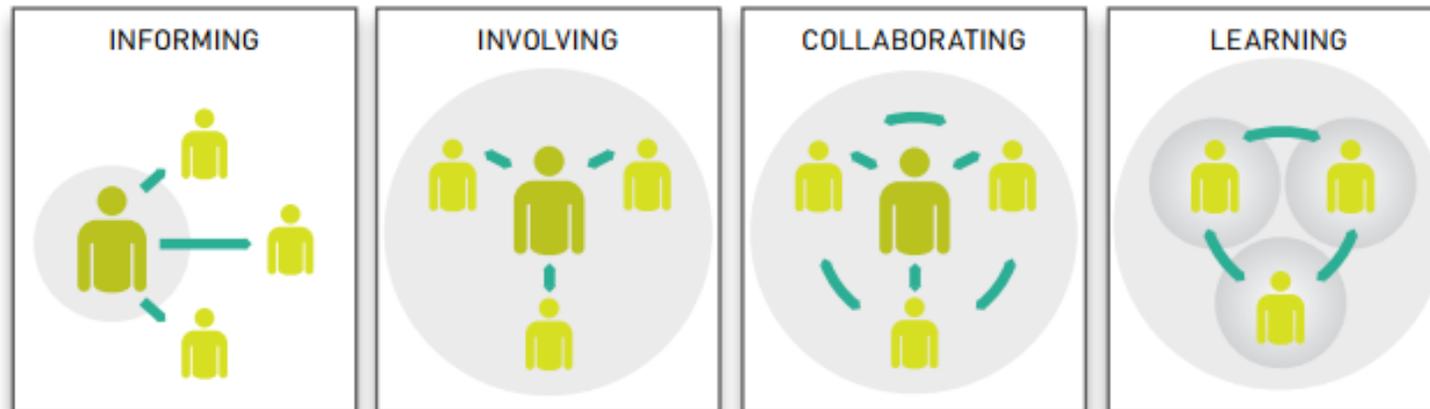
Module B

Promote a Conservation Culture

Module C

Create Resident Green Leaders

Increasing levels of engagement



Increasing tenant capacity required

Figure 2. *livegreen* TES Tenant Engagement Framework (adapted from IAP2).

Ch2. Before Getting Started

"Seek first to understand,



then to be understood."

(Stephen R. Covey)

Background Information:

- ❑ Residential Energy and Water Use
- ❑ The Role of Resident Behavior
- ❑ **Types of Behavior Programs**
- ❑ **Factors: Program Design and Delivery**
- ❑ **Resident Engagement Best Practices**
- ❑ Building in Feedback Opportunities

□ Types of Behavior Programs

1. Cognition – Education

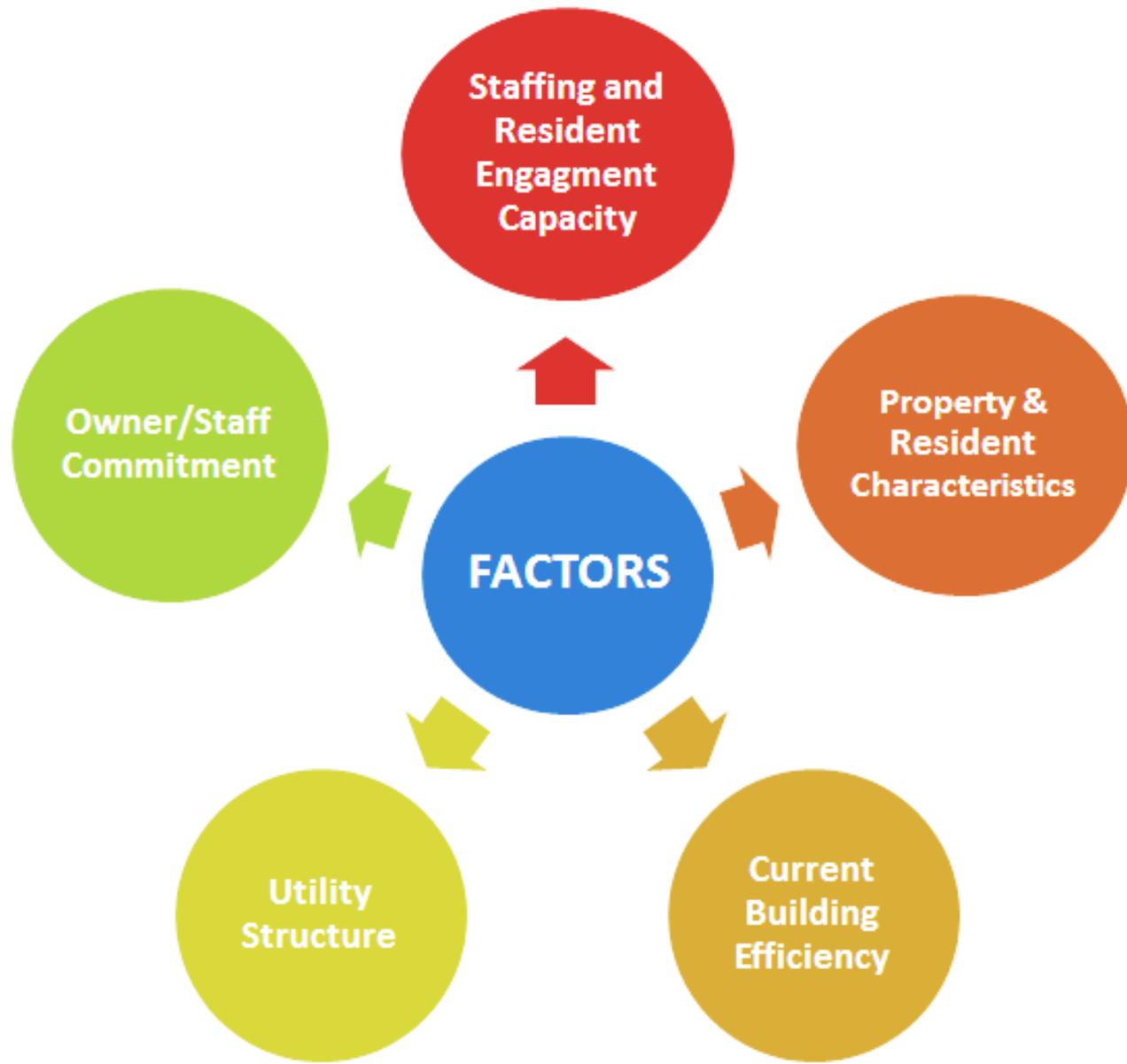
2. Calculus – Incentive

3. Community-Based Social Marketing (CBSM) – Peer Pressure

- Build awareness
- Barriers & benefits to adopting conservation practices
- Emphasize only a few and meaningful conservation behaviors
- Commitments to conservation & point-of-use behavior reminders
- Provide staff and residents feedback on program outcomes



□ Program Design & Delivery



THINK THROUGH !!

□ Best Practices

- ✓ Listen to residents
- ✓ Staff buy-in
- ✓ Simple is better
- ✓ Repetition is key
- ✓ Recognize & Reward



Farmworker Housing Development Corporation taught residents to make and use their own green cleaners.

Ch3. Gathering Information and Planning

Planning Tool- Engagement Opportunities Questionnaire

**Management
Objectives &
Commitment**

Staff Involvement
Educate Staff

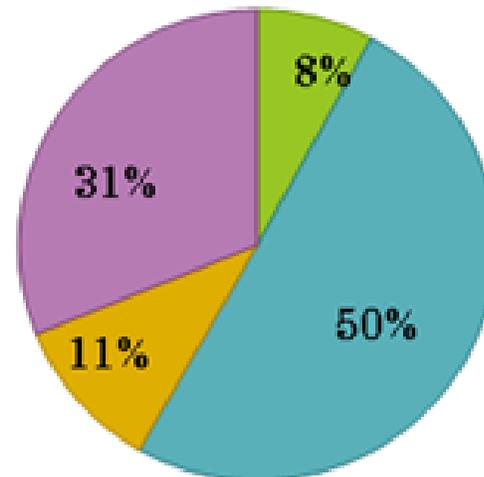
**Resident &
Building
Characteristics**

Language
Demographics

**Resident
Engagement
Capacity**

Staff – 1.5
Meeting Space

■ Seniors ■ Adults ■ Teens ■ Kids



Ch4. Module A: Build a Conservation Foundation

- ❑ Staff Commitment and Resident Awareness
- ❑ Informational + Interactive
- ❑ Minimum staff time
- ❑ Activities and Tools



➤ Housing Operations

Commitment to Conservation

Green Office Practices



Energy Conservation

Set your thermostat to recommended Energy Star® settings
 Replace office lights with energy efficient CFLs or LEDs
 Use natural light whenever possible
 Shut down electronics at night



Water Conservation

Replace inefficient fixtures and toilets with low-flow ones
 Minimize irrigation of lawn and landscaped areas
 Plant drought-tolerant plants
 Post signage to encourage staff to conserve water
 Repair plumbing leaks quickly



Healthy Living

Institute a no-idling policy for staff & delivery vehicles
 Purchase products from local vendors
 "Green" your office cleaning supplies
 Encourage walking, biking or carpooling to work
 Keep ventilation equipment in good repair



Waste Reduction and Recycling

Set up recycling bins
 Practice double-sided printing and copying
 Reuse office supplies when possible
 Purchase products made with recycled material
 Promote waste-less lunches & re-usable water bottles

1 hour workshops with learning activities for staff

➤ Resident Communications

WINTER CONSERVATION TIPS

Stay Warm But Don't Waste Energy!



TURN DOWN the heat when not at home or sleeping. If you have a programmable thermostat, set the temperature to 68° in the WINTER!

Keep window coverings **OPEN** during the day and save on heating costs! **CLOSE** the curtains at night to reduce the chill!

Throw on a **WARM** sweater and socks when it is **CHILLY!**

CONTACT Property Management about heating issues **IMMEDIATELY!**



Insert Logo Here

Resident Intercept Survey

When you have little time to conduct research to uncover the barriers and benefits to resident participation, set up intercept surveys. This intercept survey involves asking two simple questions of residents as they pass through an area (lobby, rec room, or management office).

1. What makes it difficult or challenging for you to cut energy or water waste?
2. What do you see as beneficial or rewarding about cutting energy or water waste?

Make sure to go to locations where residents congregate!

JOB WELL DONE!



Dear Resident,

Maintenance staff recently visited your home in order to *repair your leaky faucet or upgrade your faucets and showerheads to new water efficient fixtures.*

At this time, staff would like to thank you for your contributions to *building maintenance and/or conservation.* With your help our community is **CUTTING** energy and water waste.

Sincerely, *Property Management Staff*

GREAT WORK!

Insert Logo Here

➤ Seasonal Conservation Message Campaigns

- ❑ Conservation Corner/Postcards
- ❑ Useful Activities:
 - Read Your Utility Bill !
 - How Much Electricity do I Use?
 - “Switch-a-bulb” during annual unit inspections
- ❑ Point-of-use prompt stickers and door hangers
- ❑ Conservation-themed coloring sheets for children

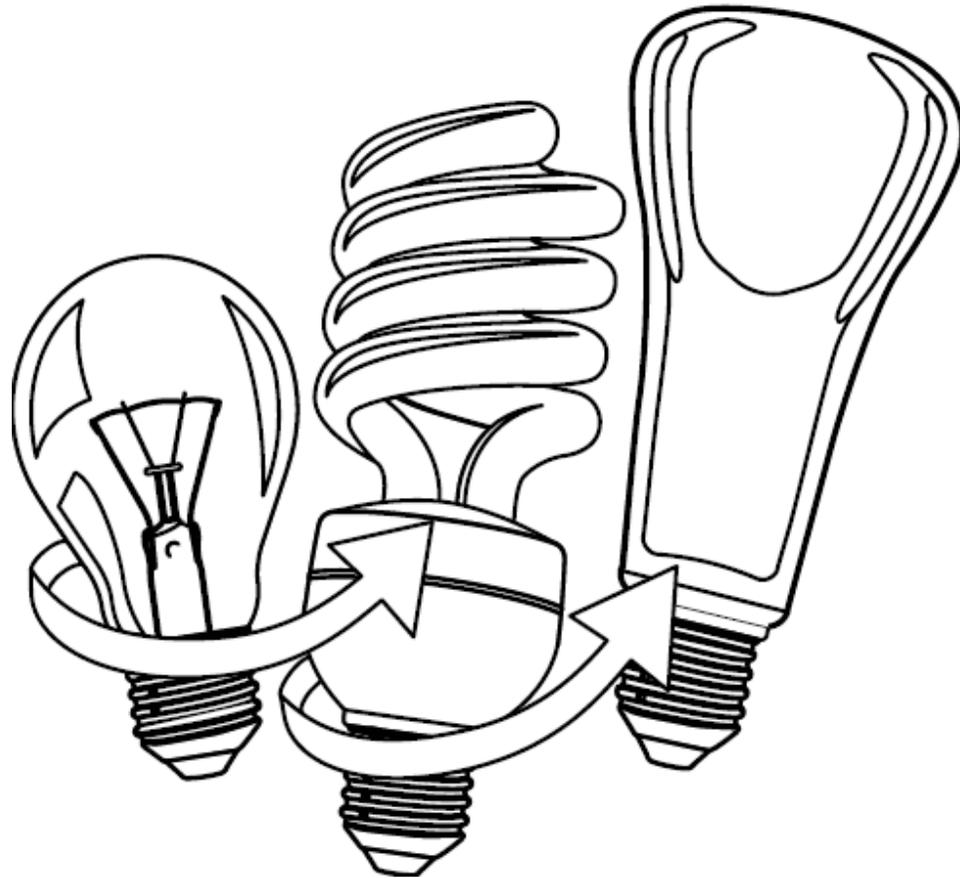
Point-of-Use Prompts

Electricity Use



Color It !!

Make the
SWITCH.



Ch5. Module B: Promote a Conservation Culture

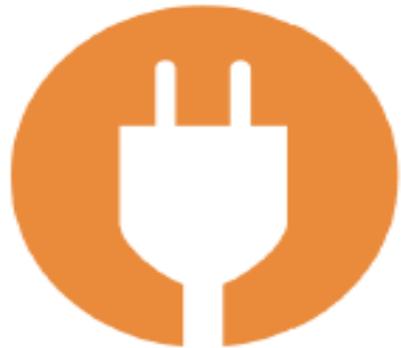
- ❑ Increasingly interactive – greater staff and resident involvement
- ❑ Activities and Tools:
 1. Program kick-off
 2. Energy : *Energy Bingo game, Plug Load Conservation*
 3. Water : *Water Trivia and Water Log Challenge*
 4. Healthy living: *Green Cleaning Lobby Display*
 5. Waste reduction and recycling
 6. Close out and evaluation: *Poster Competition*
- ❑ Optional children's program – **Green Sprouts !**

Resident Advisory Group

Agenda - Meeting One

- ✓ Welcome and Introductions
- ✓ A description of the Resident Engagement Program
- ✓ Review Program 1 or Program 2 - Schedule of Activities
- ✓ Discussion on Engagement Barriers
- ✓ Campaign Kick-Off Event (Switch-a-Bulb) Planning
- ✓ Question & Answer Period
- ✓ Next Steps





Energy Conservation

Workshop Agenda

- A. Overview Slides
- B. Exercise #1 Reading a Utility Bill
- C. Discussion – How to Reduce Energy?
- D. Exercise #2 WATT do they take?
- E. Video – How to Read a Utility Bill (optional)

Reading a Utility Bill

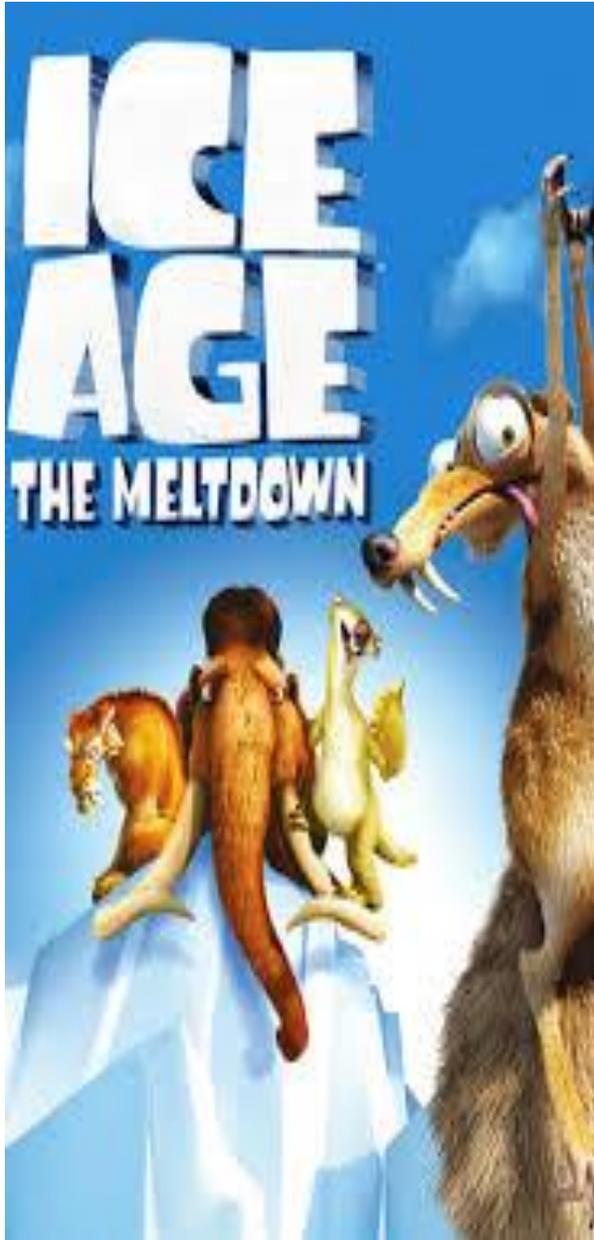
Account # 999-99-9999-9				
1	LIPA - Rate 180 - Residential, General Use			
	ELECTRIC USAGE	Meter # 00000000	DELIVERY & SYSTEM CHARGES	4
2	09/27/2012 ACTUAL reading	56021	Basic Service : 28 day(s) @ \$.3600	\$ 10.08
	08/30/2012 ESTIMATED reading	-55150	233 KWH @ \$.0857	19.97
	KWH Used in 28 day(s)	871	638 KWH @ \$.0975	62.21
			Subtotal	92.26
	ELECTRIC USAGE HISTORY (kWh)			
3				
			POWER SUPPLY CHARGES	5
			871 KWH @ \$.073089	63.66
			Efficiency & Renewables Charge	6
			871 KWH @ \$.006246	5.44
			OTHER CHARGES	7
			NY State Assessment	1.97
			Revenue-Based PILOTS	3.66
			Suffolk Property Tax Adjustment	3.33
			Sales Tax @ 2.5 %	4.26
			Subtotal	13.22
			Total Charges	\$ 174.58

Average Daily				
	Days	kWh	Cost	Temp.
Current Month	28	31	\$ 6.23	70
Last Year	31	50	\$ 10.12	70

FUN !!

Energy Bingo





MOVIE NIGHT

COME LEARN ABOUT...



- Water Conservation!
- Tracking your Water Use
- Watch "Ice Age – the Meltdown"

TUESDAY APRIL 22, 2016
2:00 P.M.

MEET IN THE COMMUNITY ROOM



Ch6. Module C: Create Resident Green Leaders

- ❑ Highest level of staff and resident engagement
- ❑ Residents as co-trainers with staff
- ❑ Activities and Tools:
 1. Resident recruitment
 2. Resident training toolkit
 3. Sharing best practices

WE'RE LOOKING FOR **GREEN LEADERS**



We are looking for residents - just like you - who are willing to join us by becoming a **Green Leader** to address energy, water, recycling and healthy living in our building.

It won't take much time and it will **be fun (really!)**. The goal of this program is to encourage our building to take action towards living a more sustainable lifestyle and saving money.

To learn more contact:

Insert your name and contact information here

Ch7. Additional Resources

Listing of sources, briefings, and publications:

- Community-Based Social Marketing (CBSM)
- Low Income Housing Facts
- Resident Engagement, Conservation & Multifamily Housing
- Resident Engagements as part of Retrofit Programs

It's Comprehensive !!

12 Month Schedule

Fall Activities for KIDS

- Energy Coloring Book
- Color Water Wasters—But Don't Be One
- Find Water Leaks- A Tour with Maintenance Manager
- Green Movie Night

Fall Activities for TEENs

- Energy Workshop
- Waste Reduction Workshop
- Switch a Bulb
- Pledge Campaigns

Fall Activities for ADULTS

- Understand your Bill!
- Understand the Ratings before you buy!
- Heating Basics

Fall Activities for SENIORS

- Energy Bingo
- Healthy Living Workshop
- Green Cleaning Demo



What's Next?

- Get familiar with the Resident Engagement Toolkit
- Consider how to implement at your properties
- Determine staff leadership involvement
- Questions on training/support– Contact Us!!

How can we serve better? Post-Webinar Survey

THANK YOU!!

Resident Engagement Toolkit

<http://sahfnet.org/residentengagement.html>

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Stewards of Affordable Housing for the Future (SAHF)

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