

# Behavior Change Campaign Meeting

## November 30, 2018

### Presentation:

- Recycling Questions:
  - How did we calculate the probability since none hit 4?
    - Mostly based on CAP survey and assumptions based on access
  - How did we figure out the penetration rate?
    - 57% of our opportunity is ending up in the landfill
  - Are we pushing people to learn or get access to recycling?
    - All of the above
  - Did we do the analysis on GHG impact per dollar? No that was not included
  - This is just households and not hospitality rooms? Yes, just households were included in the analysis
  
- Composting
  - 30-40% of waste stream is misleading bc it takes into account wood and paper etc (Matt)
    - These aren't necessarily compostable
    - Drop Sites are a first step and then hopefully curbside pick up
  - Did we take into account the % of people that are composting?
    - As best we could, however, it was difficult bc our only reliable data is the diversion waste study
  
- No Idling
  - Are buses included?
    - No and we could, but it makes the math a little iffy
    - Buses idle WAY more
  - This could be considered w idling ordinances and local government
    - Current rule is 20 mins?
  - Did we contact Aspen to ask about their impact with their new ordinance? No, but can follow up on this
  
- Keeping Tires full
  - Is there stuff out there about difference in tire pressure due to seasons?
    - Assumption is if you are not paying attention, you don't know
    - Tire pressure changes due to elevation
  - GHG Impact changes drastically bc of types of tires
    - Has to do with resistance
  - Applicability should be the same idling
  
- Biking to work
  - Can bikes go on the buses?

- Only 2 per bus and they aren't allowed after dark
    - Steve: I would be more likely to bike to work if paths were accommodating of e-bikes
      - E-bikes are allowed on all County owned rec paths
- Carpooling to work
  - Does this include people who take transit to and from work or is it just single occupancy vehicles? Just Single Occupancy Vehicles
    - We can figure out how to incorporate transit, but math gets weird
  - Holy Cross also has a system that has been very successful (Mary)
    - Dollar a day to ride her bike to work, 50 cents to carpool
    - Both driver and passenger get the 50 cents, and its based on self reporting through the phone
    - There was a parking issue and now its solved
    - Just applies to the Glenwood office
  - Adam- carpooling could really benefit from an app
    - Ie a rideshare app
    - When gas gets more expensive, people become more willing carpool
    - Why don't we have a public transport option?
      - Should carpooling and biking be lumped together and turned into a "just get people out of their car" category (Matt)
      - GHG impact gets hard to calculate
      - Bus has a lot more barriers
    - We should have a public transport option AND a get people out of their option
      - We should really just hone in one thing to make marketing more influential
  - Electric scooters are really taking off
- Purchasing clean energy
  - Is there a limitation to how many people Holy Cross can take on?
    - If they were given time, there would not technically be a limit
    - List of resources for RECs - all HCE RECs are purchased from in-state renewable energy resources
    - Holy Cross two-fold approach
      - Change REC retired practices
        - Used to only retire to comply w state of colorado's law, now Holy Cross is going back and retiring all RECs they have claimed as RE over the years
      - 70/30 Plan
        - Because HCE is moving towards a more renewable grid, you *should* only have to pay to offset the % of power being

delivered to you that is non-renewable, i.e. 60% on our current grid.

- The current system, you buy RECs to cover 100% of your energy use, when really you only need to buy the portion of power that is coming from fossil fuel sources. You should be buying less in order to get to 100% renewable
  - Amend our practices from retiring RECS to achieve compliance w state law to retiring recs to claim our current RE status
    - Default supply and wholesale supply of resources
    - Want to modify clean energy system
- When I as a homeowner buy into program, additional rec requirements are made
- Is there a certain point in time when there won't be a premium for renewable energy? Will there be a flip in my bill?
  - Yes, goal is for the REC program to be irrelevant
- As a resident, I pay 1000 dollars a year for electricity and as a participant in this program, I would need to spend 20% more so where does my extra 20% go?
  - There is no fund for this extra 20%, it goes to the general fund. BUT sends a message to HCE that you want more Renewables, it also helps them pay for acquiring more renewables, even though the cost of renewables is dropping
  - What does local mean? In state from HCE perspective
- Purchasing RECS has no impact on GHG emissions unless retired by the utility
- Rooftop Solar
  - Do we know about the new tariffs?
  - Did we look into community solar vs rooftop solar?
    - Developing community solar would be a big lift
- LED Lighting
  - No questions
- Program/Install Thermostats
  - No questions
- Turn temp down on water heater
  - When water heaters are installed, is 120 the automatic setting?
    - Concern for disease if it is set any lower
    - Often is set much higher
  - Attacking how efficiently houses are acting is a big chunk CO2 emissions
- Air Sealing
  - What would the cost be?
- Case studies
  - Holy Cross does not do the comparison between neighbor energy use
  - Does the car idling get punished?

## **Picking a Behavior Discussion:**

- As impactful as rooftop solar is, we should pick a behavior that is applicable to everyone, instead of isolating a class or group
- Pilot first 3-4 months of the year and then promote campaign hard over the summer?
  - Is the campaign for a whole year or do we pick 3 behaviors for a whole year?
- Could recycling and composting be grouped together, which would raise their weighting?
- Could the behaviors in each category be lumped together?
  - Social scientists explain that we really need to be specific on what we want to do - just pick one and focus solely on this
  - According to social scientists, how long is an appropriate time for a campaign?  
Need to look into this
- Matt: Renewable purchasing program doesn't feel local enough, his preference is leaving the car at home
  - Takes into account taking the bus and carpooling
  - This idea would be local and competitive
  - One Less Car campaign in Idaho
- Renewable purchasing program is so easy and is a one time deal
  - Everyone can do it instantly, so may as well sell it well and move on to a different behavior
  - Just get it out of the way - it is so urgent
- What do we do to make the CAC visible?
  - Would want to leverage campaigns that are already happening (ie partnering with SolePower and Holy Cross)
  - Campaign is different coming from CAC vs Holy Cross
- Renewable Purchasing Program does not give that sense of satisfaction that you are making a difference
  - Ie, you feel good about yourself after carpooling, but do you have that same sensation after putting a chunk of money into an account?
- Boulder gave out rebates for purchasing an e-bike
  - Is there a way to incorporate ebikes in the bike share program?
- Would choose a behavior that the collaborative can take the lead on and make it more inclusive
  - Renewable Purchasing Program would be led by Holy Cross
- In order to affect the transportation, we need to affect the culture
  - This is a hard one to move the needle on because it requires breaking habits
  - Long and slow change
- With the renewable purchasing program, we can market what we would achieve quickly
  - Ability to report on the progress within a short amount of time
  - If people see the tangible progress, they would be more willing to join

- If we want to make this a community effort, everyone should feel like they can do it
  - Should feel like a team
  - Carpooling to work is more easily understandable for all groups
    - How are other people going to understand this?
  - Could Holy Cross do an income qualified program for Renewable Purchasing?
    - There is an income qualified solar program that has existed for 2 years
- Renewable Purchasing could be a shorter campaign - once you got them, you got them
  - While the carpooling could be a year long campaign
- Can two be chosen?
  - We should not be bouncing in between two campaigns
- Transportation could parlay into the business side of things
  - Do the buses have a pass for employees?
- If there are already organizations that have started incentive plans, we wouldn't need to pilot as much
- Renewable Purchasing may be more of a spring/summer effort since energy bills are higher in the winter
- Top two are transportation and Renewable Purchasing Program
- Is "One Less Car" an option or are we just focusing on carpooling?
  - We could promote one behavior per season (ie in winter carpooling and in summer biking)
  - We don't want to throw 3 behaviors at people - it won't work
- Infographics are important - make it clear and easy to understand so people can see how much they are saving
- **Focus campaign of 2019 on leaving car at home, and have a separate week long push for the renewable purchasing program maybe twice a year - majority thumbs up**
- Next steps
  - Send grid out with only the GHG impact
  - Add on public transport
  - Could we reach out to Doug McKenzie Mohr and get his feedback?

## **Leave Car at Home**

- Campaign ideas/motivations/benefits
  - Less stress (money for gas, parking concerns)
  - Benefits of carpooling:
    - Meeting people and learning new things through conversation
    - "Speed dating"
    - Eco free
    - Fun "Wayne's World"
  - Sole Power in all communities
  - Can we fix the bike on the bus problem?

- App for carpooling/ridesharing
- We need to be able to quantify and share our success/progress