Getting Residents on the Green Bandwagon

Moderator: Peter Zadoretzky – Bozzuto Management Co.
Panelists: Nicole O’Connor – Energy Outreach Colorado
Vikki Sherman – Fairfield Residential
AGENDA

• Resident Engagement in Affordable Housing – Nicole
• Driving Engagement through Authentic Action – Vikki
• The “Push & Pull” of Resident Engagement – Peter
• What’s next + Q&A
Resident Engagement in Affordable Housing

Nicole O’Connor
Energy Behavior Change Program Manager
Energy Outreach Colorado
Energy Outreach Colorado

• “Dedicated to helping Coloradans afford home energy.”
  – Advocacy
  – Utility Bill Payment Assistance
  – Energy Efficiency Programs
    • Nonprofit
    • Multi-Family Housing
  – Energy Conservation & Education (Behavior Change)
Denver Housing Authority Resident Engagement

- Pilot – 1 year
- Westridge Apartments
  - 192 Units, Row Homes
  - Family Oriented Site
  - Residents pay excess utility charges, owner pays utilities
1) Understand Your Community

- **Action:**
  - Hold focus groups, conduct surveys, utilize on-site staff

- **Resident Population & Location**

- **Identify what they are care about, concerns in the community**
2) Establish a Goal

• Action:
  – Set a goal that is realistic for your budget & time-frame

• Goal
  – Reduce energy and water costs by 4%
  – Engage 50% of resident homes
  – Develop long-term engagement strategy
3) Target Behaviors & Barriers

• Action:
  – Uncover community characteristics and understand what barriers exist to changing behaviors
  – Utilize research to determine actions that will most likely be taken

• Behaviors & Barriers
  – Plug Loads & lights -- Lack of knowledge & forget to act, fear, social norm
  – Efficient thermostat use -- Structural barriers
  – Eliminate space heaters -- Lack of knowledge, structural barriers
  – Checking/reporting leaks -- Lack of knowledge
4) Engage!

• Action
  – Choose engagement strategies that help to overcome barriers
  – Utilize existing methods of communication that residents are accustomed to seeing
  – Create a network of support & repetition

• Engagement strategies
  – Pledges, workshops, door to door outreach, in-home coaching, flyers, in-home prompts, social norming
  – Newsletters, bill inserts, flyers, Resident Council, Welcome Neighbor program
5) Evaluate

• Action:
  – Determine best method of evaluation for target actions and initiatives

• Evaluation Methods
  – IMPVP Option B & C (C= Site Level, B= ECM Level)
  – Control Group Comparison
  – Pre and Post program behavior survey

| Results |
|-----------------|-----------------|
| **9 months of data** | Goal | Outcome |
| kWh Use Reduction | 4% | 9% ✔ |
| Utility Cost Reduction | $8,000 (4%) | $8,111 ✔ |
| Reach 50% of Homes | 96 homes | 119 homes ✔ |

*Final program data available December 2015*
Program Persistence

• **Action:**
  – Determine most cost effective way to continue program long-term
  – Aim for a long-term culture shift

• **DHA Persistence**
  – Plans to integrate lessons learned into existing operations
    • Revised job descriptions, competitions, Welcome Neighbor Program, existing communication tools
Takeaways

• The word “Sustainability” did not resonate with residents
• Connection to “savings”
• Cultural & language considerations
• Safety and providing basic human needs
• External groups viewed as outsiders
Driving Engagement through Authentic Action

Vikki Sherman
National Director of Marketing
Fairfield Residential
Start with a Plan

- Fairfield’s Living Green® program genesis:
  - Diverse group for “Green Team”
- Start with the why
- And then the how
  - Buy-in for investment/expenses involved
  - Set realistic goals
- Understand customer perceptions & preferences
- Implementation plan w/associate & resident engagement
- Transparency about what the program is... and isn’t
Who Cares?

- **Know Your Audience**
  - 80/20
  - LOHAS (Lifestyles of Health and Sustainability)

- **One Size Doesn’t Fit All**
  - Geo-differences
  - Market segmentation*

*Source: Experian
Make It Easy (For Residents)

• Do You Offer Recycling?
  – Placement of receptacles
  – Well-marked
  – What’s recyclable

• Community Events
  – Clean-up days for electronics
  – Yard sales
  – Donation drives

• Car Charging Stations
• Carpools and Public Transit

#nmhcOPTECH @apartmentwire
Make It Fun

• Social Media
  – Posts that encourage green living practices
  – Engaging promotions
• Events with Green Infused
  – Planting party with drought-tolerant plants
  – DIY parties
  • Recycled wine bottles
  • T-shirt pillows
Digital Earth Day Campaign

THANKS FOR TAKING FAIRFIELD’S PLEDGE FOR THE EARTH

According to the UNEP, more than 20 pounds of food per person is wasted a month. And that’s just in North America, alone.

TAG YOUR FRIENDS AND SHARE TO COMPLETE YOUR PLEDGE.

SHARE ON FACEBOOK

SHARE ON TWITTER

WASTE NOT

Waste not, want not: finish up any leftovers, home-made or take-out.
Resident Engagement Ideas

- Green bug sign by coffee machine
- Monthly green living “Property Progress” emails
- Double-sided printing in office and business center
- “No Power Hour” or “Lights Out”
  - Urge residents to abstain from using power for an hour
  - Host a social hour w/ flameless candles, acoustic guitar and snacks
- Promote “Bike to work day” via email and social; participants get a free reusable water bottle
Resident Engagement Ideas

be a green bug
bring your own mug

In support of our Living Green program, we invite you to help us reduce waste by bringing your own reusable coffee mug.

Presidio Apartments
July 29 - 4

Presidio Trivia:
How many recycling bins do we have on property? First one to answer correctly wins a Presidio water bottle. Good Luck!

Kelly McNeity Valenzuela 11?
Like · Reply · 1 · July 29 at 10:10am

Presidio Apartments too close Kelly but not the correct answer
Like · Reply · July 29 at 10:19am
WII-FM

• Cost Savings: energy-efficient appliances, windows, heating/air, aerators/low-flow toilets
• Convenience: electric car charging stations, walkable amenities, online payments, community gardens
• Improved air quality: low-VOC paints, ventilation systems, green cleaning products
Engage, Educate and Remind

1. GET ACTIVE
   Bike/walk to your destination once or twice a week. Saving the Earth by working out? Totes winning.

2. BYOB
   Bring your own BAG. Get crafty and create your own reusable bags for shopping.

3. EAT YOUR VEGGIES
   go vegetarian once a week. It takes approximately 2500 gallons of water to produce one pound of beef. Yikes.
Train the Team

• All associates understand commitment and encouraged to share ideas
• Walk the walk – property and corporate offices
  – Recycling and use of recycled paper
  – Coffee mugs and refillable water bottles
  – Emails and texts versus flyers
• When to whisper and when to shout
Talk About It

• Promote green practices and amenities on websites and in brochures/advertising
• Point out green amenities on tour (when appropriate)
• Encourage residents to opt-in to texts/emails and check social media

What do hotel room towels have to do with online bill pay?
Samples

LIVING GREEN

Green living — preserving natural resources — is a trend that affects both consumers and companies. That's why we created our energy saving and efficiency program. Living Green makes your community more sustainable, which is better for our environment.

We've made these tips for you to contribute to sustainability without having to make a large effort. And before you know it, preserving natural resources will become a new habit.

Click the categories below to find out about some of the ways we are going green at our communities across the country!

WATER
- Reduce water usage by.lexicon® water consumption in common areas.
- Using low-flow toilets.
- Use of rainwater harvesting systems.

RECYCLING
- Recycling containers and materials.
- Use of recycled water products and common areas.
- Recycling materials in common areas.
- Use of recycled paper products.

TRANSPORT
- Use of electric and gas powered vehicles.
- Use of electric and gas powered vehicles in common areas.

ENERGY
- Motion sensors to reduce energy consumption in common areas.
- Energy efficient air conditioning systems.
- Use of ENERGY STAR certified appliances.
- Use of LED lighting in common areas.

ENVIRONMENT
- Environmentally friendly cleaning products.
- Trash compaction.

OTHER
- Easy to use website.
- Option to pay online.
- Third party certification.

*Required here at all Fairfield Living Green® Communities

LEARN MORE AT
FairfieldLivingGreen.com

nmhcOPTECH @apartmentwire
Pinterest Board

Living Green
Simply ways to live green and reduce your carbon footprint in everyday life
LEED® Community Signs
Silent Talker Signage

Living Green Starts Here.

Stroll around Pravada to see how easy and beautifully green life can be. We've created a community from the ground up full of outstanding energy-efficient and sustainable features. Features that provide a healthier, more livable environment now and a lower carbon footprint for the future.

Pursuing silver LEED certification.
Integration Builds Authenticity

• Accent wall program with zero and low VOC paints
• Collateral printed on recyclable paper or digitally rendered
• Social media campaigns and posts
• Operational practices: landscaping, water use, pest control, cleaning, lighting
• Events and outreach

Ask Yourself – Does this Fit?
Rethink Move-in and Renewal Gifts

- Reusable shopping bags
- Reusable water bottles and mugs for coffee
- CFL light bulbs
- Plants (green, succulents or cooking herbs)
- Green cleaning products
- Nest programmable thermostat
Avoid Setting and Forgetting

• Program must continue to evolve to stay relevant
• Someone at the organization must continue to drive and evangelize
The “Push & Pull” of Resident Engagement

Peter Zadoretzky
Sustainability Project Manager
Bozzuto Management Company
Our Stats

54,000 units in 200 properties

75% third-party owned

1.8 million square feet across 80 properties

Opened 65 lease-ups in the past 24 months

Property Management Company #1 for Online Reputation
ORA Power Rankings, J Turner Research

Portfolio valued at $9 billion
Geographic Footprint

MID- ATLANTIC | VA, DC, MD, PA
148 communities, 40,600 units

TRI-STATE | NJ, NY, CT
25 communities, 6,600 units

NEW ENGLAND | Boston Metro
18 communities, 5,000 units

MIDWEST | Chicago
3 communities, 1,300 units

SOUTHEAST | Atlanta, Charlotte
3 communities, 750 units
Our focus to date:

• Sustainability has been one of many “ingredients,” but not core focus
• Resident-focused efforts: strong programs, but not necessarily “green”
• Issues/Concerns:
  – What does it cost?
  – I’m going to live my life how I want
  – Split-incentive
• We have been doing a lot of great things:
  – LEED-Certified communities
  – ENERGY STAR appliances
  – EV Stations
  – Car & Bike share stations
  – Partnerships with Goodwill
  – Concierge-level services, etc.
Recent Years:

• Growth of portfolio sustainability metrics & utility reporting

• Jurisdictional requirements
  – DC, NYC (first!)
  – Boston, Cambridge, Chicago
  – Philadelphia, Atlanta.... Etc.

• “Doing the Right Thing”
Noteworthy “Portfolio-wide” Efforts:

• Earth Month – every April
  – In the past – air plants, unit recycling bins, etc.
  – Let’s go BIG
  – #FWDYourFashion 2014
    • Community-wide clothing donation drive
    • Goodwill: ZERO Waste Organization
    • Other Partners:
      – Zipcar
      – Repax (RIP!)
      – ZippyShell
    • Party at Monroe St Market in downtown DC
  – #BeTheGreen 2015
Special thanks to all who donated this weekend! #fwdyourfashion #weloveoureidents #goodwill #repak
#FwdYourFashion Festival

Bozzuto @Bozzuto 26 Apr 2014
Head over to the #FwdYourFashion festival and you could win a $500 metro card!

Kevin Fawley @KevinFawley
"That's like 2 years of commuting to work" @AlexMiddel MT @Bozzuto: Win $500 metro card at #FwdYourFashion festival"
#BeTheGreen – April 2015

• Crowd-sourced sustainability event
• Challenge our property teams AND our residents – what do YOU do?
We are excited to be taking part of River Day 2015 in @SOVillageCenter. Join Team Bozzuto on Sunday! #BeTheGreen

50 Cost-Efficient Ways To Make Your Home More Eco-Friendly

Let's face it. Reducing your home’s negative impact on the planet will likely be a huge amount of work. But solar panels and temperature-regulating walls aren’t your only options.

huffingtonpost.com

Gaslight Commons Apt
@GaslightCommons

RIVER DAY
MAY 3RD, 2015
11AM-4PM

Come to the River!
South Orange River Day is an annual community gathering to clean up the South Orange section of the Riverway Run, celebrate South Orange as a great place to live, and promote environmental awareness.

This year’s event will include:
- waterfront clean-up day
- live music
- eco-tours
- seedling giveaway
- water Blanco Walk
- 60-member band
- happy hour
- free bike rentals
- recycled clothing swap
- community building day
- and much more!

It all takes place from 10am to 4pm on Sunday, May 3rd, 2015 at the Skate House on the duck pond off of Macs Rd. and Main Avenue. For more information and schedule go to www.somervw.org or our Facebook page at www.facebook.com/somervw.org

Jessica Weinberg
@whatfordinesq

flowers // taking the stairs // refillable water bottle for the @GaslightCommons_gym // doing my part #betegreen
A bin that’s both happy and smart.
Energy Snapshot
your month-to-date usage

<table>
<thead>
<tr>
<th>Resource</th>
<th>Gallons</th>
<th>Thermo</th>
<th>%</th>
<th>Cost</th>
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<tr>
<td>WATER</td>
<td>229</td>
<td></td>
<td>87%</td>
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<tr>
<td>HOT WATER</td>
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<td></td>
<td>100%</td>
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</tbody>
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Green Tips

If your dishwasher has an air-dry setting, choose it instead of heat-drying. You'll cut your dishwasher's energy use 15% to 50%. If there's no air-dry setting, turn the dishwasher off after its final rinse and open the door. The dishes will dry slowly, but without using any extra electricity.

Avoid flushing the toilet unnecessarily. Dispose of tissues, insects, and other such waste in the trash rather than the toilet.

There is a common misconception that screen savers reduce energy use by monitors; they do not. Automatic switching to sleep mode or manually turning monitors off is always the better energy-saving strategy.
You are currently working as tenant CarterP, Apartment: 2501

electric use - coming soon

Your electric consumption page is coming soon. When activated this page will provide an hourly and daily breakdown of the kilowatt hours you’ve consumed over the past month and the estimated cost for this usage based on your current electric rates. We will email you when the page is up and running soon.

360 State Street is a green building and we strive to lower our carbon footprint as much as possible. We provide renewable power to all of the common and commercial areas of the building, as well as your heat and hot water via a 400 KW fuel cell and CHP system. You can help 360 State Street in our efforts to be green by choosing to purchase electricity from a clean energy provider. The view your clean energy options, visit the CT Clean Energy Options website: [http://www.ctcleanenergyoptions.com](http://www.ctcleanenergyoptions.com)
Lessons learned:

• Staff training
• Corporate culture - this HAS to be a part of your “company DNA”
• Telling the story
• Not everything is right for us – i.e. QHEC
clean
friendly
convenient
expensive
professional
nature
red
green
Looking to the future:

- USGBC LEED Dynamic Plaque
- Smart thermostats
  - NEST, Lyric, EcoBee, etc.
- True, “real time,” in-unit utility monitoring
- EPA Tenant Star
Thank you!

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