



**INSTITUTE FOR THE
BUILT ENVIRONMENT**
COLORADO STATE UNIVERSITY

Sustainable Neighborhood Network

Building Diversity & Strengthening Engagement

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Introductions

- Name and role
- What you hope to learn from this webinar



Agenda

1

Evidence-based community engagement

2

Engaging property managers

3

Q&A

Evidence-Based Change Process



★ Too many programs fail because they start here.

Evidence-based Practices for Neighborhood Ambassador Programs

- Reach out through existing social networks
- Leaders recruit peers
- Tailored messaging



1. Identify Existing Neighborhood Networks

- Schools
- Churches
- Dog parks
- Sports/recreation programs
- Apartment complexes
- Others



Which of these networks are you **not** a part of?



2. Determine Where the Networks Connect

Thinking about each neighborhood network:

- Where do people naturally gather?
- Where do they socialize and network with each other?



Where are there intersections **across** networks?



3. Determine Barriers & Opportunities



Lack of awareness



Inconvenience



Limited time



Language



Social benefits



Environmental impacts



Leadership



4. Identify Strategies for Connecting with New Networks

- Casual conversations
- Events
- Newsletters (e.g., church or school)
- Other



Tailored Messaging

Tailor to the specific network/community.

- Address unique barriers, benefits, and values
- Literacy level
- Language translation

Make it personal and specific.

- Personalized info about their building
- Specific behavioral changes desired



5. Leaders Recruit Their Peers



6. Neighborhood Ambassador Program Components

- Public commitment
- Modeling
- Monthly education



WE RECOMMEND COLLECTING YOUR UTILITY (ELECTRIC AND GAS) BILLS FROM THE PREVIOUS YEAR TO MONITOR CHANGES IN YOUR MONTHLY ENERGY USE AS YOU IMPLEMENT YOUR CHECKLIST
PLEASE CHECK THE APPROPRIATE BOXES BELOW

REBATES AVAILABLE
TAX CREDITS AVAILABLE

FORT ZED COMMUNITY ENERGY Challenge

TAKE IT TO ZERO

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Learn more about how to implement the actions on your checklist, and the rebates and incentives available visit WWW.RECHALLENGE.COLO.RA.IO.COM

Take it TO ZERO

Join more than 6,200 households in the ultimate COMMUNITY ENERGY CHALLENGE. Your commitment will bolster the entire community's energy conservation and efficiency as Fort Collins seeks to establish a Zero Energy District. Find your habitat on the map, track down your pack leader, and take the pledge to help reduce your territory's net energy consumption.

WWW.FORTZEDCHALLENGE.COM

USERNAME _____
PASSWORD _____

LEVEL ONE
BEGINNER PLEDGE
COMPLETE AT LEAST 10 out of 15 ACTION ITEMS

- INSTALL WEATHERSTRIPPING on exterior doors and windows
- ADJUST THERMOSTAT to 78°F in summer and 68°F in winter
- REPLACE incandescent LIGHTS with CFLs or LEDs
- LOWER hot water HEATER TEMPERATURE to 110°F
- CLEAN your REFRIGERATOR COILS
- SET your REFRIGERATOR to no less than 38°F and the freezer to no less than 5°F
- RUN your DISHWASHER only when full, turn off the heated dry cycle.
- LET the SUN SHINE in during winter, and use blinds or window coverings during summer
- INSTALL MOTION SENSORS on outdoor porch lights
- TURN OFF LIGHTS when not in use
- OPEN WINDOWS at night and close during the day for natural cooling
- USE a POWER STRIP when turning off computers, TV, stereos & appliances
- ENABLE the POWER MANAGEMENT FEATURES on your computer
- REPLACE -or- CLEAN the FILTER on your furnace monthly
- SIGN UP a NEIGHBOR to take the FortZED Community Energy Challenge pledge.

LEVEL TWO
INTERMEDIATE PLEDGE
COMPLETE AT LEAST 5 out of 11 ACTION ITEMS

- SCHEDULE a low-cost HOME ENERGY AUDIT for only \$60, contact Fort Collins Utilities
- INSTALL & ACTIVATE a PROGRAMMABLE THERMOSTAT
- REPLACE an older COMPUTER, MONITOR or TELEVISION with an ENERGY STAR® qualified model
- BUY ENERGY STAR REFRIGERATOR, CLOTHESWASHER or DISHWASHER ①
- RECYCLE a second REFRIGERATOR or FREEZER ①
- PLAN & MODIFY LANDSCAPING to shade home in summer
- GET a "Check-ME" AIR CONDITIONING TUNE UP in the spring ①
- CHECK OUT an ENERGY METER from the library to measure energy use of appliances and electronics ②
- AIR DRY CLOTHES on a line
- PURCHASE LOCAL OFFSETS via the Colorado Carbon Fund
- APPLY for an ENERGY STAR MORTGAGE or refinance

LEVEL THREE
ADVANCED PLEDGE
COMPLETE AT LEAST 3 out of 14 ACTION ITEMS

- INCREASE/IMPROVE your home's INSULATION ①②
- HAVE your home professionally AIR SEALED to reduce infiltration ①②
- INSTALL HIGH EFFICIENCY WINDOWS ①②
- INSTALL a whole HOUSE FAN for summer cooling ①③
- SEAL & INSULATE all AIR DUCTS ①②
- INSTALL a tubular SKYLIGHT for natural day-lighting ①②
- INSTALL ENERGY STAR or HIGH EFFICIENCY FURNACE ①②
- INSTALL a HIGH EFFICIENCY FURNACE MOTOR ①②
- INSTALL a HIGH EFFICIENCY HOT WATER HEATER ①②
- INSTALL SOLAR THERMAL DOMESTIC HOT WATER SYSTEM ①②
- INSTALL SOLAR SPACE HEATING SYSTEM ①②
- INSTALL SOLAR ELECTRIC PHOTOVOLTAIC SYSTEM ①②
- INSTALL ground source HEAT PUMP ①②
- INSTALL small wind GENERATOR ①②

Cautionary Tale



Block Leader Programs

Evidence-Based Strategies

- ✓ Leaders recruit peers
- ✓ Monthly education
- ✓ Public commitment
- ✓ Existing social networks
- ✓ Tailored Messaging
- ✓ Modeling

Fort ZED Community Energy Challenge

- ✗ Individual sign up
- ✗ NO education
- ✗ Private commitment
- ✗ New networks
- ✗ No audience segmentation
- ✗ No peer mentoring



GOAL

Background



Recruiting Property Managers

- Develop messaging tailored to property managers' barriers and incentives.
 - Leadership in real estate industry
 - Financial benefits (as relevant)
 - Increase tenant retention
 - Branding
 - Easy to engage



**GET AHEAD
OF THE CURVE**

LEAD THE MARKET and boost your brand in the multifamily Building Energy Challenge!



Recruiting Property Managers

- Go to them.
- Communicate ease of participation.
- Anticipate varying receptivity.
- Keep them engaged.

BLOCK
ONE

Kansas
APARTMENTS

NEIGHBOR
TO NEIGHBOR

Villages
BY HOUSING CATALYST

Enclave
RIGDEN FARM

PROSPECT
STATION

copperleaf
place

grove

PARK LANE TOWERS
FORT COLLINS, COLORADO

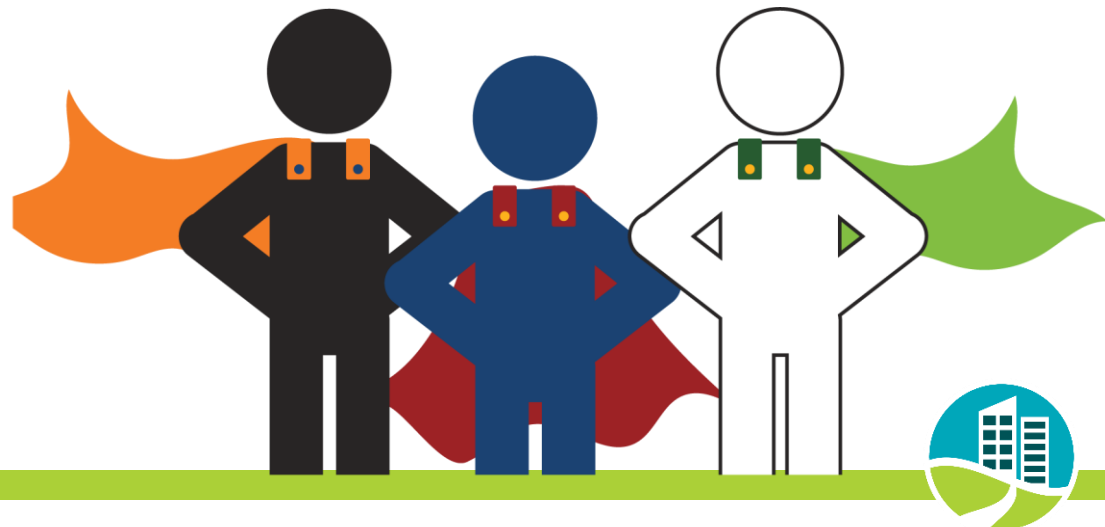
Ram's
Village

Settlers' Creek
APARTMENTS




Supporting Property Managers

- Print materials (hand-delivered)
- On-site tenant presentations
- Property-specific strategy development
- Engagement event support
- Tenant outreach toolkit
- Regular communication



Spectrum of Engagement Strategies

	Strategy	Education Programming	Ambassador Program
<p>Low PM Involvement</p>  <p>High PM Involvement</p>	Provide template strategy and communication materials to PM	Provide education and outreach materials to PM	Not implemented
	Provide financial or staffing support to assist PM in designing property-specific strategy	Design and implement education events for PM	Recruit, train, and support ambassadors with limited or no PM assistance
	PM/building staff design tenant engagement strategy	PM/building staff design and host education events	PM recruits and supports ambassadors (but may need help with recruitment collateral and training)





Q&A



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