

# Creating a Culture of Conservation

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Bethel Public Schools

# The Goal:

- The process of creating a **Culture of Conservation** and then the continuous maintenance of your program
  - Based on the knowledge and experience of what has worked for Bethel School District for the last eleven years

# History of Resource Conservation--Reporter questions.

- **What?** Resource Conservation Management (RCM) is a management tool that gives you more control over the operating costs of your facilities. It helps you reduce operating costs, increase efficiency, prepare for deregulated energy purchases and promote environmentally-friendly operations.
  - From page one “*Resource Conservation Management*” pamphlet by the Oregon Office of Energy and WA State Department of General Administration, 1998

# History of Resource Conservation--Reporter questions.

- **Why?** It makes sense (cents?) --it pays for itself.
  - Global warming? Good for taxpayers; good for the environment....YES they can co-exist. Promotion!
- **Where?** What is the most effective spot in your organization--Maintenance or Construction?
- **When?** Do it NOW!
  - A false start? (GA State binder, ENERGY STAR, PSE)
  - BSD actually won a state award in 2004

# History of Resource Conservation--Reporter questions.

- **Who?** RCM, Energy Manager,
  - Full time/part time?
  - ***“The Tipping Point”*** by Malcolm Gladwell, need someone who can help create an epidemic (Connector, Maven, Salesman)
- **How?**
  - DIY—Do It Yourself
  - Hire a company
  - Need based part time (WSU)

# Two Methods for Energy Conservation

- “Just Do It”
  - No Plan= Random acts of conservation
- A deliberate, systematic and comprehensive Energy Conservation Plan for your district/business!

# Vision Planning

- What do you want to accomplish?
  - Save taxpayer dollars
  - Help the environment
- How are you going to get there?
  - Slow and steady wins the race!
  - Low hanging fruit first---sweeter at the top
  - BSD first attempt--Progress, but how to measure it?
    - Led to focused approach with outside company
  - Upper management support is essential!
    - Symbiotic relationship---support me and I will get good press.

# Vision Planning

- Flexibility is the key to Air Power,
  - use the knowledge of people who know your district.
- An example:
  - outside company wanted blanket set-points for all buildings.
- Tailor it to your culture
- Can't move it all at once—Focus
- 70/20/10 rule of thumb—survey says!



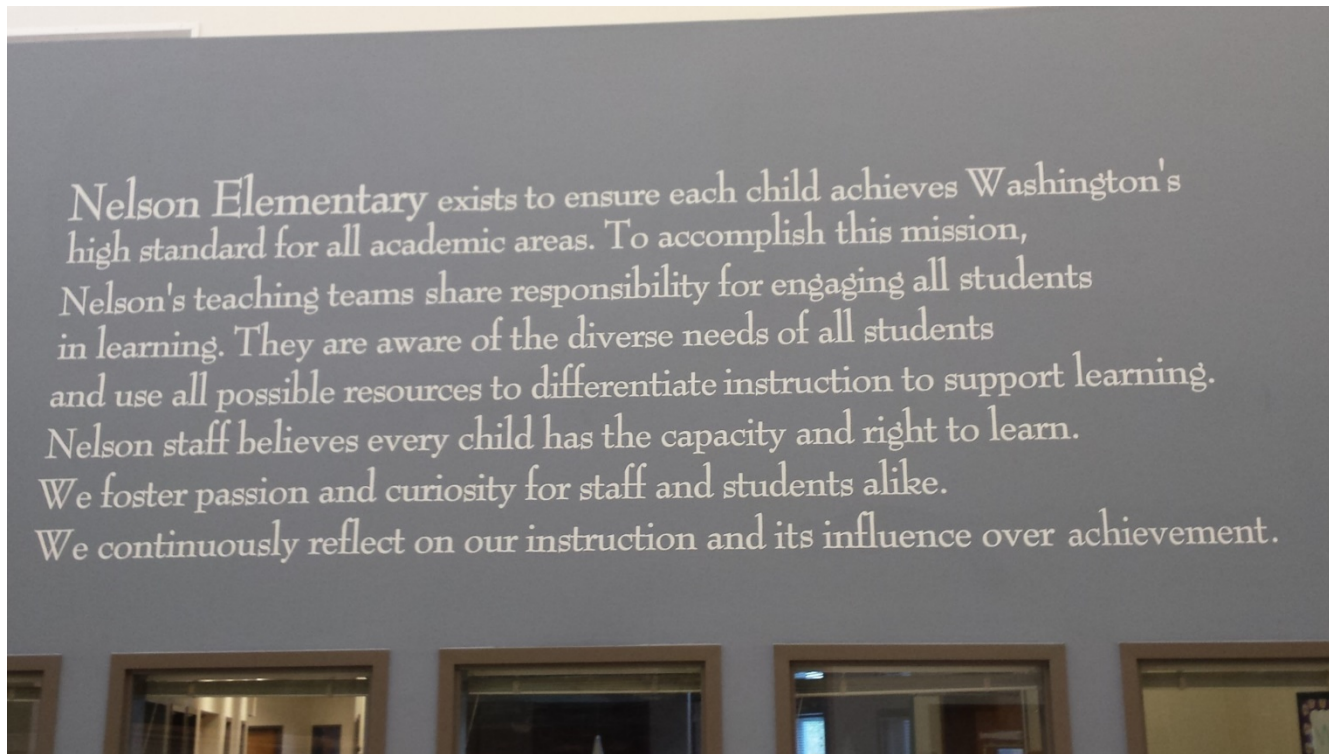
# Goals and landmarks are essential

<u>BETHEL SCHOOL DISTRICT</u>			
<u>GUIDELINE GOALS 2005</u>			
<u>CATEGORY</u>	<u>NEAR-TERM (YRS 1-2)</u>	<u>MID-TERM (YRS 3-4)</u>	<u>LONG-TERM (YRS 5+)</u>
Cost Avoidance Goal	\$335K-\$370K	\$400K-\$440K	\$500K+
Conservation Focus	Gas and Electric	Water	Recycle and Refuse Reduction
District Participation	70%	85%	100%
Education Focus	Personnel	Students	Community
Electric Focus	Lights and Computers	Refine Lighting	Personal Appliances
Heating Focus	HVAC/Mechanical Rooms	Thermostats/Portables	Every Building on EMS
Temperature Bandwidth	68-72	68-73	68-74
Energy Star Program	25% of District	50% of District	100% of District

# The M.E.A.T. of the program

- Measure
- Educate
- Audit
- Talk

# The Message: Quiz Time



Huh????

# The Message: Basics

- Think Bumper Stickers:
  - “Just Do It”
  - Building Green Buildings and Keeping ‘em Green
  - Go Green or Go Home

....via your Electric Car
- You have to “sell” your idea
  - You are a “marketer”
- What motivates your audience
  - Groups vs. One-on-one
  - Praise in public, correct in private

# Organization---OCD is actually helpful

SCHOOL	SKED	DAY	SCHOOL	NIGHT	SCHOOL	Unocc
GKHS	7:30-2:00	16-Sep	LMS	19-Mar	SLHS	19-Jan
CMMS	7:15-1:45	16-Sep	FMS	22-Jun	BHS	24-Nov
SLHS	7:50-2:20	17-Sep	SLHS	20-Aug	GKHS	12-Dec
CMS	7:15-1:45	17-Sep	SMS	14-Oct	BJH	29-Jan
BMS	7:30-2:00	12-Oct	CMMS	24-Nov	FJH	2-Apr
LMS	7:15-1:45	8-Dec	BMS	25-Nov	CMJH	14-Nov
SMS	7:15-1:45	5-Jan	BHS	16-Mar	SJH	14-Nov
BHS	7:35-2:05	7-Mar	GKHS	2-Apr	CJH	10-Mar
FMS	7:20-1:50	16-Mar	CMS	15-Apr	LJH	10-Mar
CP	9:15-3:45	16-Oct	CP	22-Oct	RR	4-Apr
NT	8:30-3:00	29-Oct	FE	19-Dec	PV	28-Nov
NE	8:30-3:00	24-Nov	EP	8-Sep	EV	9-May
CHT	9:15-3:45	21-Dec	GE	23-Sep	CP	11-Nov
PV	9:15-3:45	12-Jan	NE	24-Nov	CE	11-Nov
FE	8:30-3:00	13-Jan	NT	24-Nov	CC	11-Nov
ROY	9:00-3:30	4-Feb	KE	30-Nov	SM	29-Jan
EV	8:30-3:00	5-Feb	CE	21-Dec	NS	29-Jan
KE	9:00-3:30	2-Mar	SE	21-Dec	KE	12-Feb
SE	8:30-3:00	2-Mar	SM	8-Jan	GE	12-Feb
CE	9:15-3:45	15-Mar	ROY	21-Jan	NT	30-Apr
GE	9:15-3:45	16-Mar	NS	29-Jan	ROY	31-May
NS	9:15-3:45	23-Mar	EV	4-Feb	EP	10-Mar
SM	8:30-3:00	30-Mar	PV	28-Mar	CHT	10-Mar
RR	8:30-3:00	4-Apr	RR	28-Mar	SE	10-Mar
CC	9:15-3:45	12-Apr	CHT	28-Mar	FE	10-Mar
EP	7:35-2:05	12-Apr	CC	15-Apr	NE	10-Mar
ANNEX	7:00-5:00	12-Dec			CSS	28-Jul
CSS	7:55-1:25	28-Mar			ESC	15-Jun
ESC	7:00-2:30	19-Nov			Lab	13-Mar
Lab	7:00-5:00	28-Sep			TRANS	10-Mar
PCSC	8:00-1:45				ANNEX	10-Mar
TRANS	5:00-6:00	29-Aug			PCSC	10-Mar

# Building a Team--- Top Dollar 1996



# Building a Team

- What is my Role in the Organization?
  - RCM or Comfort Manager?
  - Who do I need to add to my team?
    - Maintenance (HVAC, Electrician, Plumbers, Grounds)
    - Custodians (day and night)
    - Front Office
    - Classrooms
    - Community (local and state)
- The collective “We” versus the selfish “me”
  - This leads into the next point which is....



# Messages will turn into Stories

- If you do this correctly, you should be able to transfer that book knowledge and statistics into Stories.
- Auto lights? Gym Lights? Lamps?
- Stats into stories:
  - 2004-05 21million KW--\$1.1million—26 sites
  - 2012-13 19 million KW--\$1.3 million—31 sites

# Promote Team Members



# Promote Collaborations



# Keep it Fresh!



# Ongoing Maintenance:

## Evolve your program/your message

- Do not stagnate.
- What's next?
  - Energy grant project manager
  - For the last five years, trash and recycle
  - Green teams
- Progressive recognition
  - Local, state, national awards
- Future programs? (Top Secret)

# What have we learned?

- The process of creating a **Culture of Conservation** and then the continuous maintenance of your program
- **Now, Go Forth and Prosper!**

Questions?

**THANK YOU!**

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