

# Effective Outreach for Small Biz

PNWS-AWWA 2014 Conference

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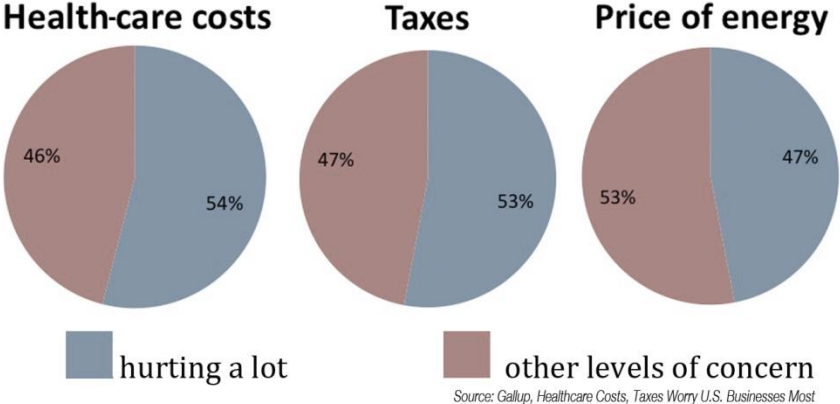


Seattle  
Public  
Utilities

# Why is Small Biz Important?

- Small biz, but big impact
- Supports the unique nature of our communities
- High quality upgrades deliver consistent savings, which are typically reinvested locally

## Small business worries



**SMALL BUSINESS BIG IMPACT**  
FROM LOCAL AND PERSONAL, TO NATIONAL AND POWERFUL  
YOUR BUSINESS MOVES AMERICA

**COMMUNITY**  
SMALL BUSINESSES EMPLOY 50 MILLION AMERICANS.

- 50 MILLION?** That's two times the population of Texas.
- THE 20/20 CLUB** 20 million people are employed by businesses with fewer than 20 employees.

**ECONOMY**  
SMALL BUSINESSES GENERATE OVER \$11 TRILLION IN RECEIPTS PER YEAR.

- HEAVY LIFTING** Small businesses beat large business employers\* in total yearly receipts.
- KEEPING BUSY** Small businesses make up 38% of all business receipts in the U.S.

**PHILANTHROPY**  
90% OF ENTREPRENEURS DONATE MONEY TO CHARITABLE CAUSES.

- TIME IS MONEY** 70% of entrepreneurs donate both their time and money to charitable causes.
- GOOD NEIGHBORS** Most businesses (71%) look to support a local charity that benefits the area where their company and employees are based.

**INNOVATION**  
SMALL BUSINESSES PRODUCE 13 TIMES MORE PATENTS PER EMPLOYEE THAN LARGE FIRMS.

**TOP SELLERS**  
What are some of the top patent categories for small business?

- Diagnostic, Surgical & Medical Instruments
- Biotechnology
- Pharmaceuticals

**PAYCHEX**  
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**BUILD MY BIZ**

# Snapshot of Recent Experience

- Through SPU's Green Business Program (formally Resource Venture), more than 7,000 businesses served since 2006
- Included water conversation in CPW Small Biz
- Developed tools such as the Water Footprint Tool and WF Lite



# Primary Barriers for Small Biz

1. Too busy
2. Limited access to capital, especially low interest loans
3. Lack of interest or understanding



# Overview and Key Lessons

## Strategy and Tools

- Multi Sector Motivation - energy, water, waste, etc.
- Behavioral Psychology - CBSM and Laws of Influence

## Recruitment and Outreach

- Letters from government or utility
- Scheduling is often pointless, but mapping outreach is critical

## On-Site

- Build rapport through body language, tone, and shared experience
- Tie everything to core business and improving customer experience

## Follow Up

- Short, action oriented, reporting with a touch of long term vision
- 3rd party technical assistance and review of upgrade options

# Strategy and Tools: Multi-sector Motivation

## Across lines of business (energy, water, waste)

- Engages more interest and provides more credibility with biz
- Combine multiple government and utility partners to increase rebates and pay for more outreach

*Ex: Commercial Kitchen Rebates with PSE, SCL, and SWP*

- Outreach is expensive, and this leverages each hour, thus allowing more water upgrades even if original interest was energy or waste

## Biggest Barriers

- Getting government and utility partners working together
- Overwhelming business with too many options

# Strategy and Tools: Behavioral Psychology

## CBSM

- Environmental impact over bill savings (research has confirmed doing the right thing is more powerful than relatively small savings)
- Leverage pre-existing interests (wanted new toilets anyway or ice machine broke) to prevent cognitive dissonance
- Competitions and Certifications
- Case studies

## Laws of Influence

- Law of Reciprocity (Ex: free aerators)
- Public Commitment
- Get technical to show expertise, but make sure to be clear

# Recruitment and Outreach

## Building Awareness and Interest

- Letters from trusted resources
- Events are decent for awareness, typically bad for recruitment per dollar
- Website is critical for credibility and simplified resource sharing (Ex: downloading the correct and current rebate forms)

## Planning for Site Visits

- Mapping potential candidates
- Two outreach staff at once
- Outfits and physical branding



# On Site: Building Rapport

- Body Language (mirror and match)
- Tone (matching their intensity and pace)
- Shared Experience (notice posters or photos of trips, etc.)



Defensive standing position



Closed body and closed attitude



Open body and open attitude



# On Site: Leveraging Existing Goals

## Toilets

- Already wanted a cleaner more modern looking restroom with less maintenance issues



## Ice Machines

- Hate the current cube size, too much noise, water cooled

## Dishwasher

- Smells bad, doesn't clean well, bad lease agreement
- Start conversation with free pre-rinse spray valve



# Follow Up: Reporting

## Short

- Can be understood in less time than it takes to drink a coffee

## Easily digestible

- No jargon
- Multilingual options

## Actionable

- Action steps with a touch of long term vision and context
- Recommended upgrades and links to rebate applications
- Contractor or installation resources
- Long term vision of bill savings, cleaner facility, and lower impact

*“Do the right thing first, then savings are your reward.”*

# Typical Reporting Approach

## Water Footprint Calculator Background Information Worksheet



### Instructions

Please enter the basic information about your facility below. These data are essential for the other calculations to work correctly. Note that on this worksheet, and on all others, cells that are shaded in light grey are for user inputs. Cells that have dark grey or white backgrounds should populate automatically based on other user inputs.

### Background Information

#### Facility Information

Facility Name	
Location	
District	(select from list)
Facility type	(select from list)
Area (sq ft)	
# of FTEs	
# Visitors per Day	

#### Water Meter Information

Location	Account/Meter Number	Meter Type	Annual CCF	Annual Cost
Water Meter 1		(select)		
Water Meter 2		(select)		
Water Meter 3		(select)		
Water Meter 4		(select)		
Water Meter 5		(select)		

#### Footprint Year

Month	Year
Start: January	2009
End: December	2009

#### Rates-- Current and Projected (Optional)

Year	Water Rate (\$/CCF)	Sewer Rate (\$/CCF)
2008		
2009		
2010		
2011		

#### Water Use Areas

Select how you would like to calculate water use by the following water use areas:

	Estimate from information on tab	Use exact amount from water meter	NA	Navigation links
Bathroom	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<a href="#">Click here to enter bathroom data</a>
Cleaning	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<a href="#">Click here to enter cleaning data</a>
Commercial Kitchen	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<a href="#">Click here to enter commercial kitchen data</a>
Cooling Tower	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<a href="#">Click here to enter cooling tower data</a>
Laundry	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<a href="#">Click here to enter laundry data</a>
Office Kitchen	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<a href="#">Click here to enter office kitchen data</a>
Outdoor	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<a href="#">Click here to enter outdoor watering data</a>

## Water Footprint Calculator

### Results



### Instructions

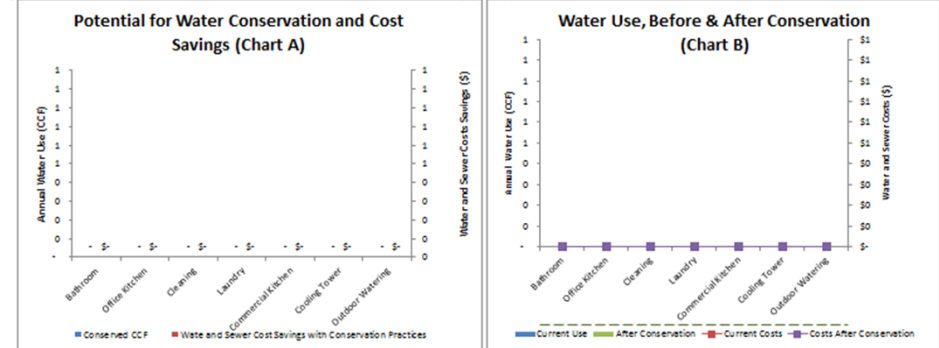
This worksheet summarizes the results of the water footprint assessment.

Water Footprint:	#DIV/0!	CCF annually or	#DIV/0!	CCF/sq ft or	####	CCF/occupant/year
<b>Water Use Area</b>	<b>Annual CCF</b>	<b>Annual Water Cost</b>	<b>Annual Sewer Cost</b>	Composition of Current Water Use		
Bathroom	#DIV/0!	#DIV/0!	#DIV/0!	0%	<input type="checkbox"/> Bathroom <input type="checkbox"/> Cleaning <input type="checkbox"/> Commercial Kitchen <input type="checkbox"/> Cooling Tower <input type="checkbox"/> Laundry <input type="checkbox"/> Office Kitchen <input type="checkbox"/> Outdoor Watering	
Cleaning	#DIV/0!	#DIV/0!	#DIV/0!			
Commercial Kitchen	#DIV/0!	#DIV/0!	#DIV/0!			
Cooling Tower	#DIV/0!	#DIV/0!	#DIV/0!			
Laundry	#DIV/0!	#DIV/0!	#DIV/0!			
Office Kitchen	#DIV/0!	#DIV/0!	#DIV/0!			
Outdoor Watering	#DIV/0!	#DIV/0!	#DIV/0!			
<b>Total</b>	<b>#DIV/0!</b>	<b>\$ -</b>	<b>\$ -</b>			

### Opportunities for Conservation

Current Use is based on the above calculations. "After Conservation" bars will appear if there are significant opportunities for water conservation. Costs before and after conservation refer directly to the changes in water and sewer costs, NOT the costs of implementing the conservation measure (e.g., cost of purchasing and installing new faucets).

Conservation Potential and Action Charts (unhide rows for step-by-step instructions on how to choose and insert the most relevant charts):



Total Reduced Costs from aerators in faucets:	\$ -
Total Reduced Costs from installing 1.28 gpf toilets and 1 gp	\$ -
Total Reduced Costs from FREE SPU offers:	\$ -

# Typical Reporting Approach

## Water Footprint Calculator Kitchen Worksheet

Saving Water Partnership  
Seattle and Participating Local Water Utilities



### Instructions

Please enter data below about the fixtures and appliances in your kitchen (if applicable).

### Kitchen Water Use

#### Fixtures/Appliance Information

	Features	Enter data here		Industry averages		
		Number	Flow rate per unit (gallons/min)	Hours of use per day	Flow rate per unit (gallons/min)	Hours of use per day
Pre-rinse sprayheads					1.6	3
Faucets					10	3
Food disposal/grinders	(select type)				0	3
Steamers					0.25	
Dipper wells	(select type)				0	
Combination Ovens					60	
Steam Tables						
Steam Kettles						
Dishwashers	Features (select simmer mode)	Number	Gallons per cycle	Cycles per fixture per day		
Pasta Cookers						
Ice machines	Ice Type (select ice type)	Number	Pounds of ice per unit per day	Cooling Mechanism (select cooling type)	Proportion of ice used per day	Gallons of water per pound ice
					1	
					<small>hint: most ice machines produce 700 lbs. ice per day</small>	
Other	Type of appliance	Number	Gallons per day			
Leak 1	Location Description	Leak Rate (drops per minute)				
Leak 2						

#### Kitchen Processes and Practices

##### Thawing Process

Under Constantly Running Water With refrigerators

Number of units: \_\_\_\_\_ sinks for thawing  
thawing refrigerators with a \_\_\_\_\_ ton capacity

##### Dishwashing Process

Rinse dishes before loading dishwasher

On average, run dishwasher when at least

Number of units: \_\_\_\_\_ percent of the time  
(enter percentage here) percent full  
(enter percentage here)

# Typical Reporting Approach

Etc.

Etc.



# Effective Reporting Approach

## Save Water. Upgrade your Business.



*Your water utility offers generous rebates and free assistance to reduce your water use.*

<h3>Your actions...</h3> <div style="border: 1px solid gray; padding: 5px; margin-top: 10px;"> <p><input checked="" type="checkbox"/> <b>To Do</b></p> <p><i>Simple Upgrades:</i></p> <p>Toilets: _____</p> <p>Urinals: _____</p> <p>Faucets: _____</p> <p>Spray Valves: _____</p> <p><i>Other Projects:</i></p> <p>Ice Machine: _____</p> <p>Dishwasher: _____</p> <p>Other: _____</p> </div>	<h3>...can make a difference.*</h3> <p style="color: blue;">reduce your impact.</p> <p>_____  gallons saved per year</p> <p style="color: green;">save money.</p> <p>_____  in utility rebates</p> <p>_____  reduced annual water bills</p> <p style="color: orange;">improve your business.</p> <p>_____  return-on-investment</p> <p>100%  customer satisfaction</p> <p style="font-size: small; color: gray;">*estimates for toilet and faucet upgrades for a business with 10 employees and 50 visitors per day, at \$100 per toilet (with rebate).</p>	<h3>We can help.</h3> <p>Contact a water expert today to start saving water and money.</p> <p style="text-align: right;">206.343.8505 </p> <p style="text-align: right;"><a href="mailto:info@resourceventure.org">info@resourceventure.org</a> </p> <p style="text-align: right;"><a href="http://resourceventure.org">http://resourceventure.org</a> </p>
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### We visited you!

Insert name and personal message



*Saving Water Partnership*  
Seattle and Participating area Water Utilities

# Follow Up – 3<sup>rd</sup> Party TA

During the initial visit, encourage business to use free technical assistance services

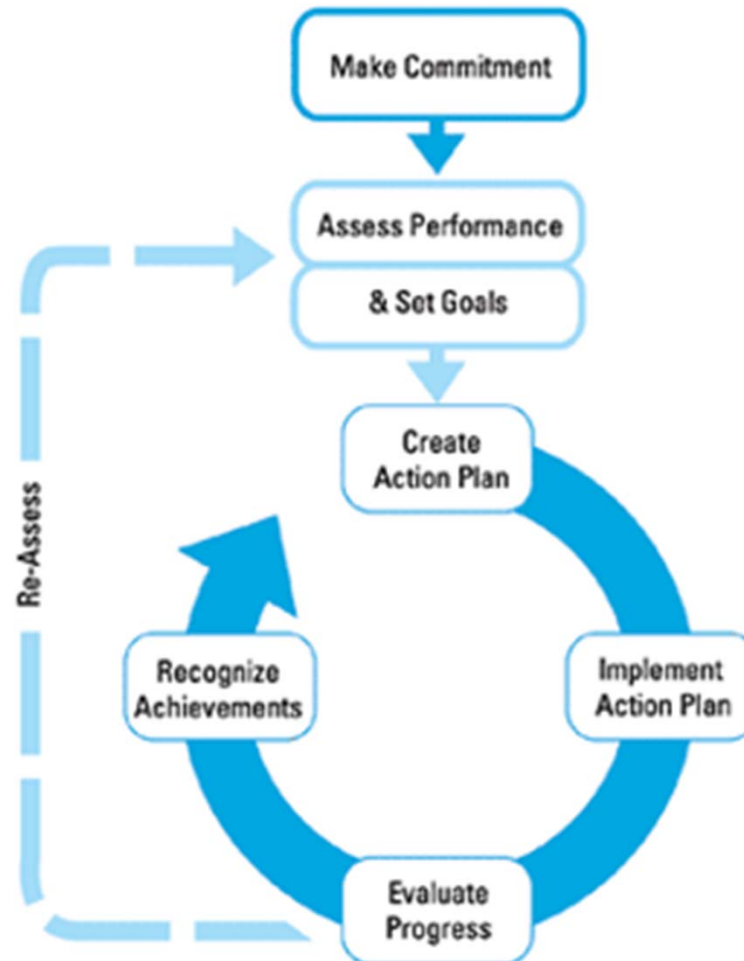
- Bid review
- Technology selection
- Post-project QAQC

## Benefits

- Serves as a prompt (CBSM)
- Increased confidence leads to quicker action
- Provides higher quality upgrades that result in actual savings



# Process Flow Diagram (EPA)



# Cost-Saving Opportunities

## Water Case Study: King Plaza

### By the Numbers:

- \$5,000 annual water bill savings
- 20-30% drop in utility bills
- 100% of project cost covered
- \$15,000 waste cost savings

### Activities:

- 64 toilets replaced
- Free waste audit and signage
- Pilot of composting and recycling service
- Spill kits



# Interesting Idea

## “Savings Time”

- Pay business owners to spend the time it takes to complete rebate forms, develop bids, manage upgrades, etc.
- Time = money
- Time and money are both the biggest barriers, so it is exponentially difficult with small biz

### *Example*

Orlando Utility Commission provides a \$250 bill credit for small biz that complete a self assessment survey and on-site technical assistance

# Suggested Reading Material

## Fostering Sustainable Behavior

- Doug McKenzie-Mohr

## Influence

- Robert Cialdini

## Switch: How to Change Things When Change is Hard

- Chip and Dan Heath

## Getting Green Done: Hard Truths from the Front Lines of the Sustainability Revolution

- Auden Schendler

## Community Based Social Marketing Resources

- <http://www.cbsm.com/>

# Thank you!

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# Upgrade inefficient equipment

Commercial Kitchen Equipment	PSE \$/Unit	SnoPUD \$/Unit	Tacoma Power \$/Unit	Seattle City Lights \$/Unit	Cascade Natural Gas \$/Unit	Saving Water \$/Unit	Cascade Water \$/Unit
CEE Tier 2 Hot Food Holding Cabinet 7 to 12 ft <sup>3</sup>	\$200	\$200	\$200	\$200			
CEE Tier 2 Hot Food Holding Cabinet > 12 to < 20 ft <sup>3</sup>	\$300	\$300	\$300	\$300			
CEE Tier 2 Hot Food Holding Cabinet > 20 ft <sup>3</sup>	\$400	\$400	\$400	\$400			
ENERGY STAR <sup>®</sup> Electric Steam Cooker – 3 Pan	\$750	\$750	\$750	\$750		\$750	\$750
ENERGY STAR <sup>®</sup> Electric Steam Cooker – 4 Pan	\$750	\$750	\$750	\$750		\$750	\$750
ENERGY STAR <sup>®</sup> Electric Steam Cooker – 5 Pan	\$750	\$750	\$750	\$750		\$750	\$750
ENERGY STAR <sup>®</sup> Electric Steam Cooker – 6 Pan	\$750	\$750	\$750	\$750		\$750	\$750
ENERGY STAR <sup>®</sup> Natural Gas Steam Cooker – 3 Pan	\$750				\$650	\$750	\$750
ENERGY STAR <sup>®</sup> Natural Gas Steam Cooker – 4 Pan	\$750				\$	\$750	\$750
ENERGY STAR <sup>®</sup> Natural Gas Steam Cooker – 5 Pan	\$750				\$	\$750	\$750
ENERGY STAR <sup>®</sup> Natural Gas Steam Cooker – 6 Pan	\$750				\$1200	\$750	\$750
ENERGY STAR <sup>®</sup> Natural Gas Commercial Fryers	\$750				\$600		
ENERGY STAR <sup>®</sup> Electric Commercial Fryers	\$250	\$250					
ENERGY STAR <sup>®</sup> Natural Gas Griddle					\$200		
ENERGY STAR <sup>®</sup> Dishwasher, Under Counter, Low Temp	\$250	\$250	\$250	\$250	\$	\$100	\$100
ENERGY STAR <sup>®</sup> Dishwasher, Under Counter, Hi Temp *	\$500	\$500	\$500	\$500	\$	\$500	\$500
ENERGY STAR <sup>®</sup> Dishwasher, Door Type, Low Temp	\$1,000	\$1,000	\$1,000	\$1,000	\$600	\$1,000	\$1,000
ENERGY STAR <sup>®</sup> Dishwasher, Door Type, Hi Temp*	\$1,000	\$1,000	\$1,000	\$1,000	\$	\$1,000	\$1,000
ENERGY STAR <sup>®</sup> Dishwasher, Single-Tank Conveyor, Low Temp	\$1,000	\$1,000	\$1,000	\$1,000	\$	\$1,500	\$1,500
ENERGY STAR <sup>®</sup> Dishwasher, Single-Tank Conveyor, Hi Temp*	\$1,500	\$1,500	\$1,500	\$1,500	\$	\$1,500	\$1,500
ENERGY STAR <sup>®</sup> Dishwasher, Multi-Tank Conveyor, Low Temp	\$1,500	\$1,500	\$1,500	\$1,500	\$1000	\$2,500	\$2,500
ENERGY STAR <sup>®</sup> Dishwasher, Multi-Tank Conveyor, Hi Temp*	\$2,000	\$2,000	\$2,000	\$2,000	\$	\$2,500	\$2,500

