

WCA TIER ASSESSMENT

TIER 1

TIER 2

TIER 3

TIER 4

Program Management								
1. PLANNING		Conduct WCA planning with WCA Contact and Facilities dept		Get sign off from all stakeholders on WCA Plan (including Communications)		Engage Conservation Governance Committee (senior managers of the stakeholders, including HR) in planning		Present to Executive for feedback on WCA Program
2. PARTNERSHIPS		Develop partnerships to deliver program		Engage at least one Executive Champion who is active and visible		Establish program personnel and budget		Incorporate energy conservation goals into 3 department's business plans
3. REPORTING		Report quarterly on campaign results to Green Champions		Report quarterly on estimated energy savings to Green Champions and Executive Champion		Report quarterly on energy savings to Champions and Conservation Governance Committee		Make energy savings publicly available
4. AWARENESS		Demonstrate that 33% of the target audience is aware of the conservation campaigns (aided recall)		Demonstrate that 50% of the target audience is aware of the conservation brand (aided recall)		Demonstrate that 33% of all people at the organization are aware of the conservation brand (aided recall)		Demonstrate that 50% of all people at the organization are aware of the organization's energy conservation achievements (aided recall)
Engagement								
5. TARGET AUDIENCE		Identify and prioritize target audiences and include at least 25% of organization (by energy-use or people) in WCA		Include at least 50% of organization in WCA Plan		Ensure at least 75% of employees and/or sites are included in energy conservation		Ensure everyone and all departments are involved in energy conservation
6. CHAMPIONS		Establish a Green Champions network that meets 4 times per year		Develop formal guidelines for Green Champions		Develop policies to support employee efforts on energy conservation		Include conservation responsibilities in job descriptions in non-energy related positions
7. RECOGNITION		Communicate Green Champions' work and achievements to the organization		Communicate achievements to Green Champions' managers at least twice per year		Establish formal recognition (awards) for employee conservation efforts		Earn external sustainability award for employee engagement initiatives
Strategies								
8. CAMPAIGNS		Develop a calendar of conservation campaigns		Develop campaign toolkits, if applicable, and integrate lessons learned		Translate campaign actions into policies, training and standard operating practices		Develop/test new conservation campaign approaches and opportunities
9. RESULTS		Establish baselines for campaign targets and establish method for determining energy savings		Track campaign results		Demonstrate measurable energy savings from campaigns		Decrease energy use by at least 2% from behaviour changes
10. COMMUNICATIONS		Create campaign communication materials		Establish program branding for conservation		Develop a communications strategy to make everyone aware of WCA results		Publish article on conservation successes in external publication
11. FRESH IDEAS		Attend WCA workshops & connect with sector conservation groups (if applicable)		Solicit employee conservation ideas & best practice ideas		Establish resources to evaluate, prioritize and implement employee and best practice ideas		Present case studies of energy savings from employee engagement efforts to WCA network



9. TARGETS

GOAL

Develop a strategy and methodology to measure the energy savings from employee engagement efforts that collectively reduce energy use by at least 2% each year.

TIER 2

9. TARGETS

Track behaviour changes and energy savings derived from each campaign

WCA REQUIREMENT

1. Report campaign behaviour change results compared to the established baselines.
 2. Determine energy savings associated with each campaign.
 3. Consolidate energy savings from all campaigns and report on total energy savings from employee conservation actions.
 4. Personal thank you to Green Champions and campaign participants for their efforts.
- Continue using the methodology and baselines established in Tier 1
 - Incorporate lessons learned
 - Ensure to include new target groups as campaigns are expanded
 - Refer to Appendix 1 for the most appropriate measurement type for your campaigns

APPENDIX 1

METHODS FOR ESTABLISHING CONSERVATION CAMPAIGN BASELINES AND TRACKING

METHOD	EXAMPLES	BENEFITS	DRAWBACKS
Direct measurement	<ul style="list-style-type: none"> • Meter readings • Billing statements • EMIS system • DDC system readings • MyHydro.com • C-Ops data • Lighting loggers • IT records 	<ul style="list-style-type: none"> • Very reliable • Access to on-going stream of data 	<ul style="list-style-type: none"> • Many behaviours may not be directly measurable • Potential time lag
Audit/Direct Observation	<ul style="list-style-type: none"> • Night audit to identify number of personal space heaters, equipment turned off, blinds shut • Security identifies number of lights shut off after hours • Building operator identifies doors left open 	<ul style="list-style-type: none"> • Quite reliable • Can measure most behaviours 	<ul style="list-style-type: none"> • Resource intensive • Reliability depends on sampling protocol • Observer bias
Participant Records	<ul style="list-style-type: none"> • Logs tracking action • Behavior checklists • On-line checklist 	<ul style="list-style-type: none"> • Quite reliable • Relatively inexpensive • Current time • Can measure any behaviour • Timely--does not rely on memory 	<ul style="list-style-type: none"> • Self-reporting bias • Reliability depends on sampling protocol • Survey fatigue
Participant Survey	<ul style="list-style-type: none"> • Surveys asking what actions were done 	<ul style="list-style-type: none"> • Can measure any behavior • Can measure knowledge, awareness, attitudes and intentions to act in the future • Can provide information on barriers & motivators 	<ul style="list-style-type: none"> • Less reliable • Self-reporting bias • Time lag (memory might not be accurate) • Reliability depends on sampling protocol
Expert Panel	<ul style="list-style-type: none"> • Use stakeholders from WCA Planning Group to estimate 	<ul style="list-style-type: none"> • Quick and easy 	<ul style="list-style-type: none"> • Observer bias • Least accurate • Time lag (memory might not be accurate)

NORMALIZATION OF DATA

- Be careful to normalize data to ensure you are measuring the change in behaviour
- For direct measurement you might need to normalize for temperature and differences in lighting or HVAC schedules
- For direct observation you may need to ensure that it is the same time of year, occupancy levels are the same, that there were no other factors besides your campaign that would impact what you are measuring

CORROBORATION AND ATTRIBUTION OF RESULTS

- Corroboration involves strengthening and supporting your findings with other evidence. Triangulation is a powerful way to do this. To triangulate, you use two or more methods of measurement to add to and cross-check your findings. For instance you could use a logger and follow up with a quick survey.
- Attribution involves assessing what portion of any measured changes resulted from your program and what portion resulted from other influences. More information on attribution can be found on the [Tools of Change](#) website.
- If you use direct observation, you can follow up with a survey to determine the barriers, motivations and other information to inform future campaigns.

ESTIMATING ENERGY SAVINGS

- Use energy use best practice information to determine energy savings (from Power Smart, industry averages, building averages).
- Use energy audits that estimate energy use by type of usage (e.g. lighting, HVAC, plug load) to make assumptions to determine energy use.
- Use BC Hydro information on estimated energy usage for lighting, HVAC, plug load to guide energy saving calculations.