milepost

efficiency engagement environment

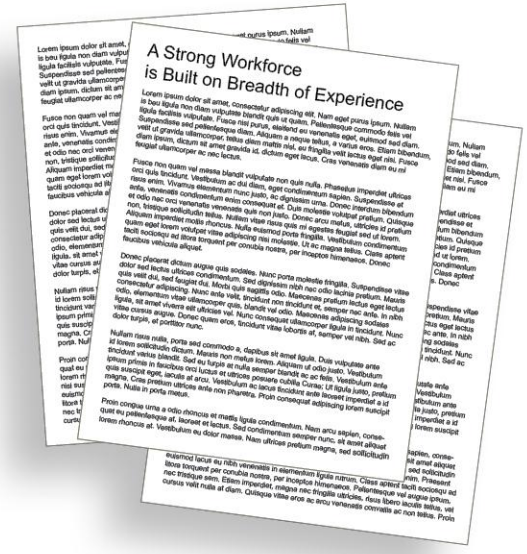
Bring Data to Life

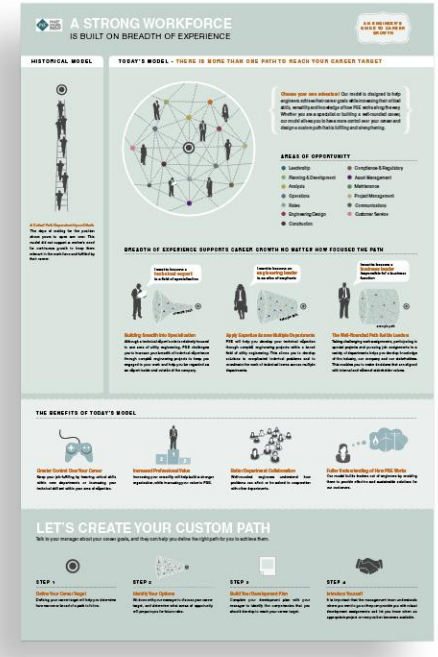
Just Because Its Measured Doesn't Mean It Can Be Managed

John Silkey

March 4, 2014

Q. WHICH ONE ARE YOU MORE INTRIGUED TO READ?

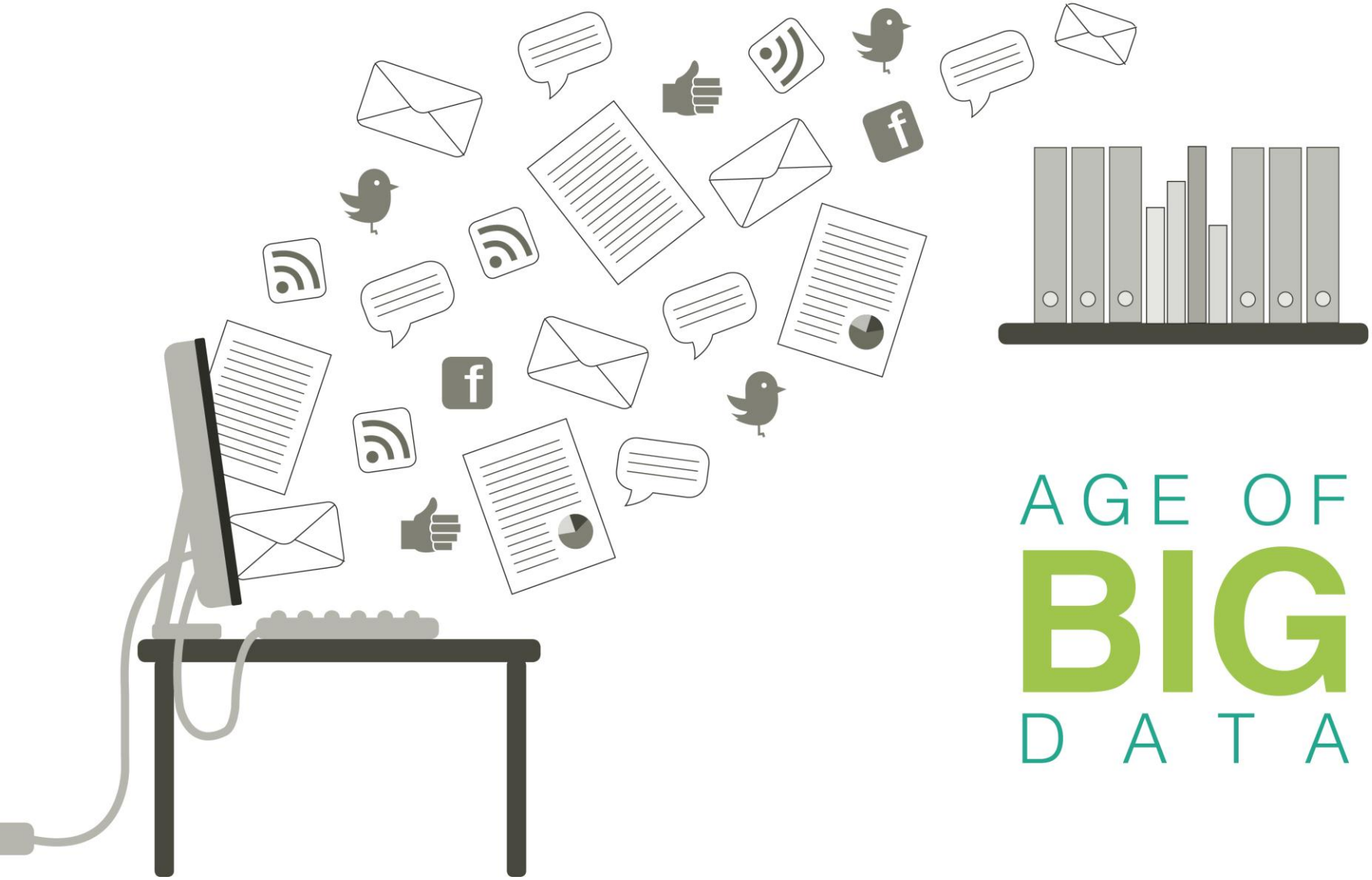




WHAT SHOULD MAKE VISUAL

1. Data
2. Processes
3. Strategies

WHY MAKE THINGS VISUAL


AGE OF
BIG
DATA

WORDS + PICTURES = 6X more powerful when used together

WORDS

- Can convey deep analysis of concepts
- Report measurements & specific data

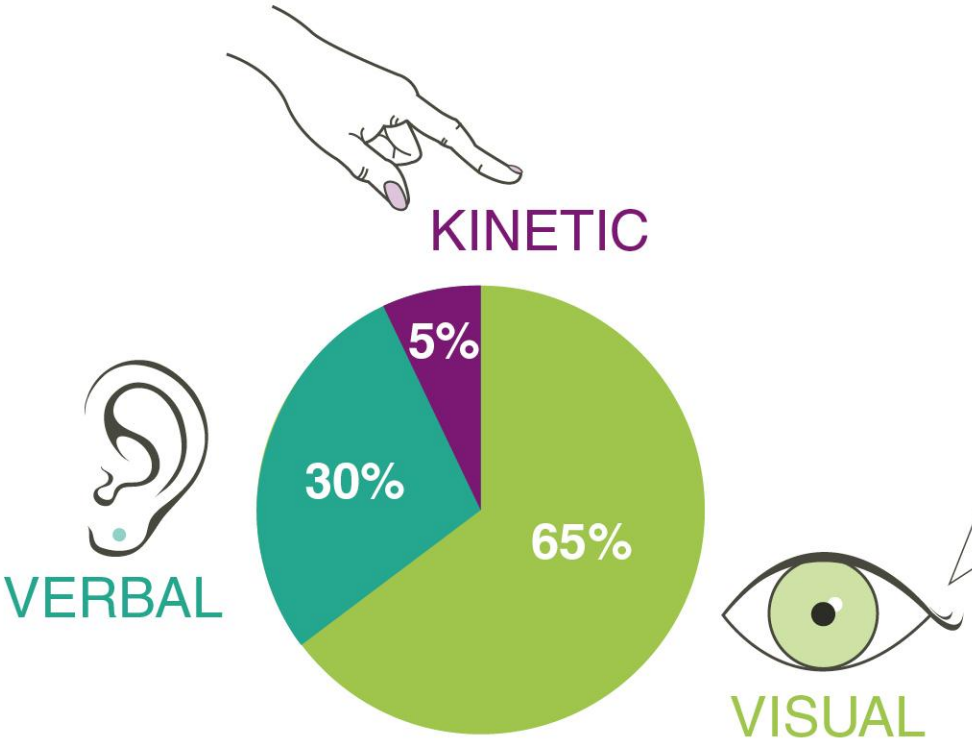
- Relies heavily on the reader’s ability to process the descriptions

GRAPHICS / PICTURES

- Captivates the audience with beauty
- Makes concepts easier to understand
- Can convey concepts quickly
- Helps the audience experience the content
- Help the audience visualize relationships and statistics

- Hard to clearly communicate complicated concepts

HOW PEOPLE **LEARN**



LEARN WELL **USING**

- Pictures and illustrations
- Charts, graphs and diagrams
- Content outlines
- Visual media
- Colors
- Flashcards

CATCH THE **TREND**

800%
INCREASE IN GOOGLE SEARCH VOLUME FOR
"Infographic"
Between 2010-2012

42M
RESULTS FOR THE TERM
"Infographic"

1%
INCREASE IN INFO-GRAPHIC PRODUCTION
EVERY DAY

ATLANTA RISING

Atlanta Headlines:

Poison

BBC award

- Communicate success to maintain support from the Mayor, funders and community partners
- Increase membership
- Drive actions taken by building owners

"Lincoln Property Company has a long and productive relationship with Central Atlanta Progress, motivated by our shared interest of Downtown Atlanta. Our participation in the Atlanta Better Buildings Challenge lets us add our historically independent goals of environmental stewardship to our ongoing partnership."

Shane Froman,
VP of Management Services

BUILDING SPECS:

Mgmt. Company: Lincoln Property Co.
Year Built: 2007
Square Feet: 341,965
Floors: 14
Structure: Steel & Glass
Building Use: Office
No. Of Occupants: 3000
ENERGY STAR Score: 96

www.55allenplaza.com

55 ALLEN PLAZA

WE TOOK THE CHALLENGE

20% WATER & ENERGY REDUCTION BY 2020

55 Allen Plaza joined the challenge seeking opportunities to reduce energy while pursuing LEED Gold status and investing in the community. The Atlanta BBC assessment provided huge value for the building in being able to move towards its goals and implement projects. The assessment provided a clear, concise summary of savings opportunities, each with a projected return on investment. Together, this info provided a clear path to their goal with no out of pocket costs.

PROJECTED SAVINGS:*

WATER

5,451 GALLONS saved annually = 130 BATHTUBS** filled each year

ENERGY

1.34M KWH saved annually = 567 HOMES powered for one year

DOLLARS

$117,000 saved annually = HIRING 2 NEW EMPLOYEES each year

CARBON

41,216 METRIC TONS saved annually = 8,587 PASSENGER CARS removed from the road for one year

20% REDUCTION STRATEGY BY 2020

Upgrade Categories	# Of Opportunities
Lighting Opps	3
HVAC Controls	0
Motion/Photocell	2
Variable Speed Controls	0
Computer & Server Efficiency	1
Cooling Tower Upgrades	0
Urinal	1
Low Flow Faucets	1
Insulation & Window	0
Toilet	1
Other - Misc.****	1

30% WATER opportunities

70% ENERGY opportunities

55 Allen Plaza joined the challenge with an ENERGY STAR score of 96, already starting from a place of high performance. Yet, the assessment yielded specific opportunities that could improve their score 23% from their 2009 baseline. Some opportunities connected with existing utility incentives, alleviating some of the up front costs. 55 Allen Plaza has used both internal employees & local contractors during implementation of the first measures.

COSTS:* $247,000**

TOTAL: 10

DOLLARS SAVED:* $117,000 Annually**

RETURN ON INVESTMENT:* 2 Years**

Projects Examples:

- Retrofit With Low Flow Toilets And Urinals
- Retrofit Sinks With Diffusers

Projects Examples:

- Reduced Wattage T8 Lighting
- Parking Deck Lights
- Stairwell Motion Sensors

ADDITIONAL BENEFITS

DOLLARS PUT INTO THE COMMUNITY:*** $247,000

LOCAL BUSINESS SUPPORTED:

Henderson Electric Company
www.heco.org

Regency Lighting
www.regencylighting.com

RESOURCES USED

BUILDING ASSESSMENT:

Georgia Power — provided assessment

REBATES USED:

$15,000 energy efficiency rebate value — Georgia Power provided rebate

PRODUCT DONATION:

100 Lighting Fixtures (approx amount of fixtures donated) = $25,000 (cost of full lobby lighting retrofit) — Acuity Brands donated lighting

CLASSES/EVENTS ATTENDED:

Through the challenge the building's staff took advantage of several opportunities for collaboration with other participating building owners and managers to learn about methods and solutions for building retrofits. As a result, a friendly competition ensued between the participating buildings.

*Projected savings were determined using www.epa.gov/cleanenergy/energy-resources/calculator.html#results **based on a 42 gallon tub
***Estimated figures based on assessments performed as part of the Atlanta Better Buildings Challenge ****Kitchen equipment, vending machine upgrades, etc

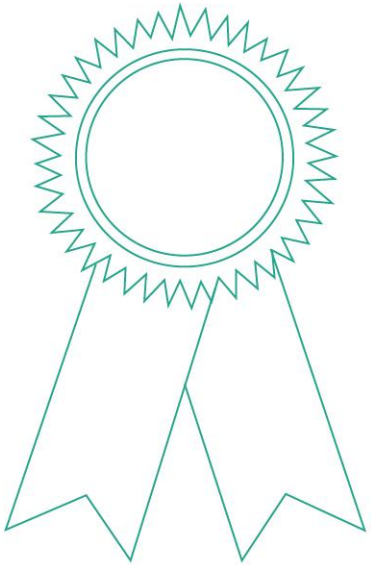
DON’T JUST DIVE INTO THE DEEP END

Hold a Kick-Off to Set:

- Desired outcomes and goals
- Target audience(s)
- Key messages
- How the collateral will be used
- Brand attributes and alignment
- Style, tone and tenor
- Data discovery

GRAPHICS ARE
POWERFUL
TOOLS

BEHAVIOR CHANGE BEST PRACTICES



1. Step approach
2. Simple path
3. Participant-centric design
4. Trusted source delivery
5. Reward based
6. Compelling visual story
7. Community design
8. Engagement tools

Graphic ✓ List

- [ ] Has an intended action or outcome
- [ ] Clearly articulates the goal
- [ ] Summarizes the work
- [ ] Easy to understand
- [ ] Relatable to the audience
- [ ] Provides a clear path
- [ ] Strengthens the company brand
- [ ] Stands out (beautiful, unique & fun)
- [ ] LIVES

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