

This presentation premiered at WaterSmart Innovations

watersmartinnovations.com



WSI 2016



Colorado Springs Utilities

It's how we're all connected

Commercial Connections:

Communicating Conservation to ICI Customers

Frank Kinder, Colorado Springs Utilities

My goals for today:

- Give you **tools** you can utilize in your community/profession to help industry adopt conservation products and measures
- Do that by ***informing why, who, how, where, and with whom*** we conduct conservation and efficiency within the business community, so you can emulate these strategies
- Show you the **results** of these efforts
- Share a few **stories** of success
- **Connect** with you for networking
- **3 Strategies, 15 groups to seek out.**

Audience questions?

Are you responsible for outreach to and projects with your commercial customers? Please raise your hands?

- Where are you from?
- What are your preferred methods to connect?
- Where have you found the most success?
- What areas have been harder to penetrate?
- Does your organization generally favor an:
A: proactive approach (raise hands?) or
B: passive approach? (raise hands)



Colorado Springs Utilities
It's how we're all connected



Who we are...

- Municipal enterprise of City of Colorado Springs
- 4 services: water, wastewater, electric, gas
- 1 hour south of Denver, foot of 14K ft. Pikes Peak
- ~460,000 people ~140,000 accounts
- 5 Military Installations; 1 Army, 4 Air Force
- Education: Colorado College, University of CO
- Economy: Light industrial & manufacturing, tourism, Military & its contracting, outdoor recreation, history/heritage, retirement, retail, residential, health and fitness, IT, religion.



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Background...

- 5K ft., high desert, arid climate, >350 days of sun!
- Minimal native water; trans-mountain diversions
- (Pipe water from west slope to east slope!)
- Rely on Colorado River: 19 states, 40 mln people
- -> Water is expensive, difficult to obtain, scarce
- -> State-mandated water use efficiency plan
- Transient population, east, west coast ideals
- Conservation/Efficiency/Sustainability are not endemic cultural elements or local values
- -> Conduct water use outreach to customers....



ICI Outreach Strategies...



- Demonstrate values: Community owned and accessible.
- Intent: Help customers manage water wisely (not just use less)
- Goals:
 1. Improve our community's quality of life
 2. Increase business productivity & profitability
 3. Respect and protect the environment
 4. Implement CSU's Water Use Efficiency Plan
- Outcomes: eliminate waste, instill value and respect for water
- How: Offer efficiency *info & incentives; rebates, retrofits, audits*
- Utilize  program and its components
- Employ *Partnerships*, build *Relationships*, do *Projects*
- Pursue proactive outreach to many sectors-we go to them...



Communication elements:

- Electronic newsletters, articles, social media
- Organizational Representation, Presentations
- In-person meetings; group and 1 on 1
- Staff booths at community & industry events
- Give classes, host events, tours & meetings at our Conservation and Environmental Center and in the community
- Project Interventions.... 



Marketing to new and atypical sectors:

- Consider multiple outreach channels:
- Internal Opps:
 1. Utility Business Customer Newsletters – FirstSource Biz Newsletter

FirstSource Monthly eletter

*Single program promotion:

March: Showerhead Rebate

April: H2otel Challenge

May: Irrigation Audits

June: Irrigation Rebates, etc.

Audience: All business customers; general blanket coverage.



September 2016

Conservation goals within reach

Energy efficiency programs will play an important role in the transformation of our electric utility. These types of programs are designed to help us reduce our energy use and encourage conservation. Plus, they are much less expensive to implement than to build additional infrastructure to meet the future electric demands of our community.



Recently we set out to identify programs that can be implemented within our service territory to help us meet our energy efficiency goals. The result is the [Electric Demand-Side Management Potential Study](#). It provides us with a solid understanding of opportunities for cost-effective efficiency programs for Colorado Springs.

Energy audit case study: Goodrich

Many manufacturers use compressed air because it is useful and friendly to work with – but it also can consume a lot of energy. A variety of measures are available to curb compressed air energy use.



Goodrich Corporation was able to replace its 20-year old compressor with a variable speed unit to more efficiently handle the low load periods. Additionally, a compressed air flow meter was installed as a tool for a leak management program, to reduce compressor air flow. Goodrich's estimated savings are \$11,500 per year. Read the full story [here](#).

Join us Sept. 23 for the State of the Utilities presentation

You're invited to join Jerry Forte, Chief Executive Officer for Colorado Springs Utilities, and the Officer Team to discuss key issues facing Utilities and how these issues may impact your business.



Date: Friday, Sept. 23
Time: 8 - 10:30 a.m.
Location: Leon Young Service Center, 1521 Hancock Expressway

To register, please contact [Kelsie Kirchner](#)

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Marketing to new and atypical sectors:

INTERNAL MEETINGS/OUTREACH

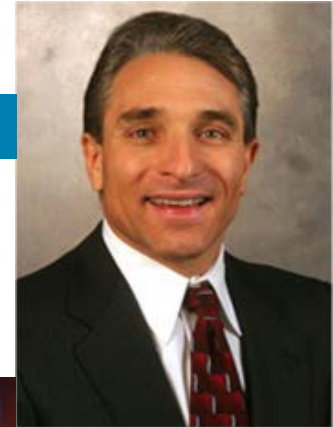
2. Business User Group Quarterly Meetings

Large gathering of customers with utility update:

Who: executives, decision-makers, influencers, panel participants, facility managers, owners, military/federal/city/county/other (hard to get folks)

- A slide on programs
- Handouts in rear.
- Conservation staff present for consultation
- Jargon is relatively general-these people will assign others to follow up.

CEO Jerry Forte



(Value: Get to people who attend for non conservation reasons but may have interest piqued during meeting)

Colorado Springs Utilities ICI Outreach



Marketing to new and atypical sectors:

- CSU Partners

3. Add materials to Annual Wastewater Postal Mailings-supplement

Value; Get to people who open mail but don't utilize other sources.

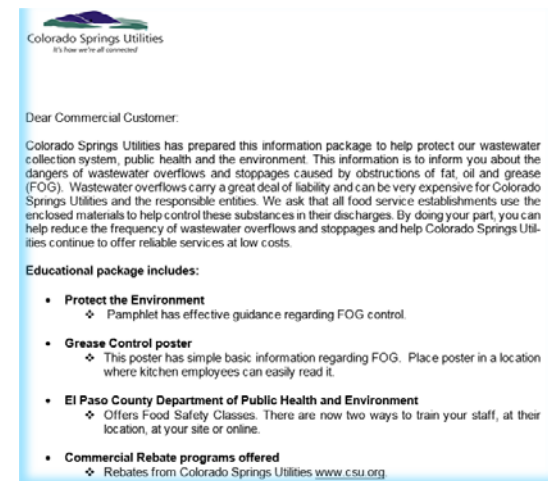
Who: Small businesses, minority groups, owners, retail/food service managers.

Very specific; "this solution exists for you-quick, free, helpful, etc"

Example: Taste of Thai restaurant

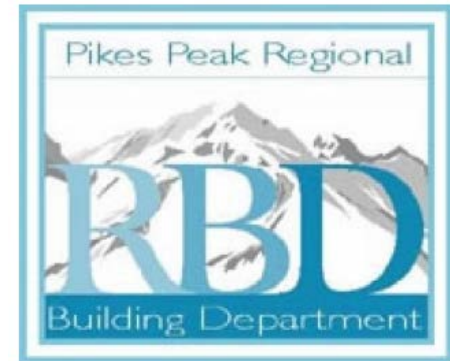
–language challenged but

participated in PrSV retrofit due to mailing.



Marketing to new and atypical sectors:

- CSU Partners
- 4. PPR Building Department hosts CSU staff
- New construction, remodel, retrofit
- Offer rebate details
- Audit information
- WaterSense/EnergyStar
Product information



Marketing to new and atypical sectors:

Customer Orgs and Groups:

5. Staffing Booths at industry events-

This one is fun— human presence at events allows for interactions with all levels of industry specific contacts.

Value: face to face informative, make connection, have fun.

Who: labor level employees and above. University – students, spouses of business owners, etc. cross pollination.

Leverage industry contacts/examples/direct value to daily life and business activities.

Jargon: “very specific, relaxed, help make their job easier”



Apartment Association Expo



HBA's Breakfast with the Builders

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Marketing to new and atypical sectors:

6. Presentations at industry lunches/learning hours

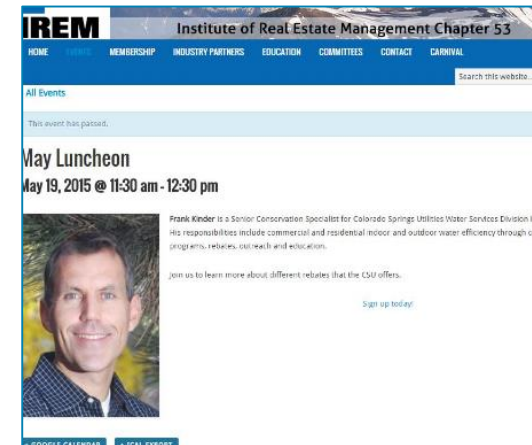
Membership may or may not be required. May include updates to other utility aspects; rate changes, regulations, drought, account services

Value: Captive audience of various industry representatives who generally specialize in one area; property management, commercial building maintenance/ownership, rentals, green building, design and construction

Who: Generally more active players; leaders, larger firms, service/support members.

BOMA, IFMA, IREM, AASC, NARPM, USGBC Branch, AIA, NAIOP, AGC, CAMPC/PHCC/MCA

Example csu gets an annual speaking slot- share programs, invite participation and gain contacts (maybe drop a name or two),



IREM UTILITY LUNCHEON



Apartment Association Lunch

Marketing to new and atypical sectors:

- CSU examples
- 7. Tie in with Large Account Managers – efficiency as service component, rate relief

Small meetings – decision makers – Strategic Customers – Community Connections ☺



Marketing to new and atypical sectors:

8. Committees, Councils, Task Forces

1. Colorado College Sustainability Council
2. UCCS Sustainability Committee
3. City of Colorado Springs Sustainability Committee
4. El Paso County Recycling Technical Committee
5. CSHBA Code Review Committee



COLORADO
COLLEGE



HOUSING & BUILDING
ASSOCIATION
OF COLORADO SPRINGS



Marketing to new and atypical sectors:

9. Regional Sustainability Meetings

Involved, motivated citizens/business owners

Employees of sustainability minded firms

Creating intellectual capital for others to share



An opportunity to learn more about things that affect our natural world.


Pikes Peak Environmental Forum

Linda Kogan and Nanna Meyer of UCCS
SWELL at UCCS: linking sustainability and wellness on a college campus

[Click Here](#) to visit the UCCS Office of Sustainability's website regarding food and dining services.

RSVP to Michele Mukatis at 231-6265 or by replying to this email by Sept. 21. Please include name, contact information and number in your party. (RSVPs help a lot with set-up/staffing.)

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look for



Marketing to new and atypical sectors:

10. Community Associations Institute

Train HOA Boards and Mgmt Companies

Good for informing on condominium and apartment community opportunities

Annual training for speaking time



ICI Outreach

Marketing to new and atypical sectors:

11. Inform trade groups & suppliers
 - meet reps for industries
 - Inform of program
 - Walk through process
 - Offer to assist customers with fitting projects
 - Facilitate projects for success
 - Ensure trade rep provides customer proper paperwork



Marketing to new and atypical sectors:

12. Business Groups



Institute of Real Estate Management (IREM)

- Statewide Chapter, local group
- Newsletter, meetings, presentations, events
- *“An association of real estate property management professionals, **IREM** offers education, resources and information for today's property managers.”*

Marketing to new and atypical sectors:

Business Groups



- Statewide Chapter, local group
- Newsletter, meetings, presentations, events
- *“BOMA International's members are building owners, managers, developers, leasing professionals, corporate facility managers, asset managers, and the providers of the products and services needed to operate commercial properties”*

Marketing to new and atypical sectors:

Business Groups



IFMA™

International Facility Management Association

- Statewide Chapter, local group
- Newsletter, meetings, presentations, events
- *“IFMA is the world's largest and most widely recognized international association for facility management professionals, supporting 24,000 members in 104 countries.”*

Marketing to new and atypical sectors:

Business Groups



- Statewide Chapter, local group
- Newsletter, meetings, presentations, events
- *“Trade association for developers, owners and investors in industrial, office and related commercial real estate.” - often shopping centers.*

Marketing to new and atypical sectors:

Business Groups

- Statewide Chapter, local group
- Newsletter, meetings, presentations, events
- ***“The Apartment Association of Southern Colorado, AASC, began in 1970 as the Pikes Peak Apartment Association, to serve as the voice of the rental housing industry”.***



Marketing to new and atypical sectors:

Business Groups

- Statewide Chapter, local group
- Newsletter, meetings, presentations, events
- *“ACF promotes the professional image of current and future chefs and pastry chefs through educational resources, certification, apprenticeship and programmatic development”*



American Culinary Federation
The Standard of Excellence for Chefs

Marketing to new and atypical sectors:

Business Groups



COLORADO
RESTAURANT
ASSOCIATION

- Statewide Chapter, local group
- Newsletter, meetings, presentations, events
- “The (**CRA**) is a non-profit membership trade group founded in 1933 serving as the advocate for the Colorado foodservice industry..”

Marketing to new and atypical sectors:

Business Groups



ASSOCIATION OF
SCHOOL BUSINESS OFFICIALS
INTERNATIONAL

- Statewide Chapter, local group
- Newsletter, meetings, presentations, events
- *“The Colorado **Association of School Business Officials** is the premier resource on business practices and policies for Colorado's public education community.”*

Marketing to new and atypical sectors:

Business Groups

- Statewide Chapter, local group
- Newsletter, meetings, presentations, events
- *“The Colorado **Association of School Business Officials** is the premier resource on business practices and policies for Colorado's public education community.”*



Marketing to new and atypical sectors:

Business Groups

- Statewide Chapter, local group
- Newsletter, meetings, presentations, events
- *“The U.S. Green Building Council (USGBC) is transforming the way we design, build, maintain and operate our buildings, homes and communities.” - Author of LEED*



Marketing to new and atypical sectors:

Business Groups



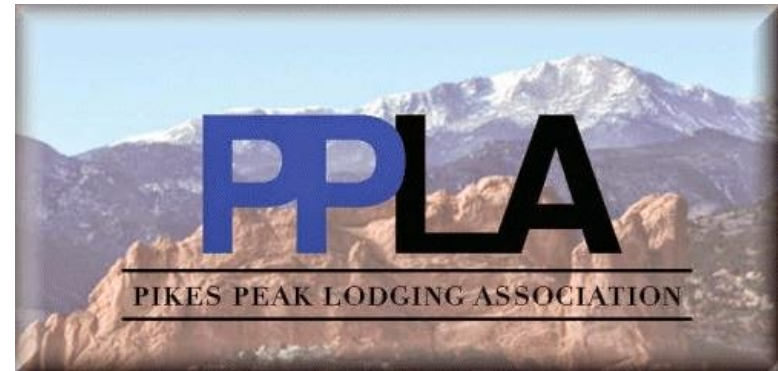
The American Institute of Architects

- Statewide Chapter, local group
- Newsletter, meetings, presentations, events
- ***“National professional association of architects. Includes career information, book store, continuing education, AIA chapters” - These people design new and remodeled buildings.***

Marketing to new and atypical sectors:

Business Groups

- Statewide Chapter, local group
- Newsletter, meetings, presentations, events
- *"PPLA is a nonprofit lodging association run by local lodging partners devoted to promoting the general welfare, ethical operation, civic engagement, and beneficial legislation to the Pikes Peak Region and Colorado tourism industry."*



Marketing to new and atypical sectors:

Business Groups



- Local leadership training
- Newsletter, meetings, presentations, events, facility tours.
- *"We provide leadership development programs for **experienced professionals, young professionals, women, and teens.**"*

Marketing to new and atypical sectors:

13. Housing Groups

- Federal Housing provider
- Motivated by Enterprise Green Communities grading standards
- May not have focused on water
- *"Providing Affordable Housing in the Pikes Peak Region. "*



Marketing to new and atypical sectors:

Housing Groups

Non profit homeless shelter

- Utility efficiency can help donations
- May not have focused on water
- *“Transitional Family Housing provides a stimulating and safe refuge for all kinds of people transitioning from homelessness to self-sufficiency”*



Marketing to new and atypical sectors:

Housing Groups



Stable. Safe. Supportive.

Non profit housing

- Utility efficiency can help donations
- May not have focused on water
- *"Our mission is to provide stable, safe, affordable housing, and to create supportive opportunities and services for our residents to enhance their individual growth"*



Marketing to new and atypical sectors:

The Military

Barracks and other facilities

- Executive Orders and Branch Goals
- Huge potential and funding options
- *"Sustainable Fort Carson has been a major participant and driver in conservation"*



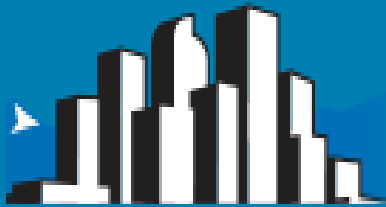
U.S. AIR FORCE

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look for



COLORADO REAL ESTATE JOURNAL

THE COMMUNICATION CHANNEL OF THE COMMERCIAL REAL ESTATE COMMUNITY

Project Intervention:

- Combing news sources for new projects, planned upgrades, etc.
 - Local Paper
 - Business Journal
 - Industry Periodicals
 - Contact principals, architects
 - Introduce WS & WE
 - Work with contractors



The Colorado Springs
BUSINESS JOURNAL

Colorado Springs Utilities Associations of Opportunity

- Apartment Association of Southern Colorado
- Building Owners Management Association
- Institute of Real Estate Management
- National Association of Industrial and Office Properties
- Colorado Association of School Business Officials
- Colorado School Plant Managers Association
- Your local USGBC Branch or Chapter
- Economic Development Council or Chamber of Commerce
- City, County, and University Sustainability Councils
- International Facility Management Association
- Restaurant Assn/ACF/Hospitality



Institute of Real Estate Management (IREM)



ASSOCIATION OF SCHOOL BUSINESS OFFICIALS INTERNATIONAL



COLORADO COLLEGE



IFMA™
International Facility Management Association



Project examples & results



- Fort Carson- Motivations- Ex Orders- EsPCs- #5000+
- AFA/Peterson-sh-smart controllers
- Apartments-repositioning-remodels-t/sh/-#s
- County-Efficiency - buildings/justice center-#t/sh.
- City-sustainability - parks retrofit-police/fire-espcc - (t/sh)-
- Education-sustainability - uccs/cc/tca/corpus=sh/t#s
- YMCAs- email 2016 targets
- HOAs- Pinecreek - controllers
- Hotels- toilets/sh-#-2016H2oChallenge/Irrigation

Questions?

look for



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