



**CEC Session One Resources Thurs April 29 1:30 to 3pm**

**Engaging Residents and Businesses in Taking Action: Actions 24.4 & 24.5**

Thurs April 29 1:30 to 3pm [ZOOM LINK](#)

[CEC Session One Agenda/Resources/Notes/Worksheets](#)

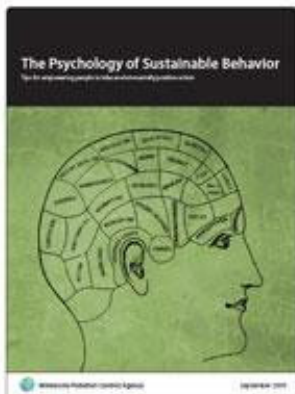
**B.P. Action 24.4. Conduct or support a broad sustainability education and action campaign.**

- **Which of your city goals** depend on residents & businesses taking action? (energy, water, recycling)
- **Who** can work on this – city staff, environmental commission, partners, etc.
- **How** to reach and engage people & businesses? Community Based Social Marketing Worksheet, Tool Box
- **Overview of sample behavior change campaigns** (everyone will share and add to our list)
- **Community Visioning/Planning Initiatives** – Appreciative Inquiry, Partners in Energy, etc. [B.P. Action 24.5.](#)

**Exercise B.P. Action 24.4. Conduct or support a broad sustainability education and action campaign**

<p><b>Which of your city goals</b> depend on residents &amp; businesses taking action?</p> <p>Comp Plan Goals          Recycling Goals          Water quality Goals          Energy/ Climate Goals</p>	
<p><b>Who</b> can work on this?</p> <p>City staff, environmental commission, partners, etc.</p>	
<p><b>Ways to engage/ reach residents and businesses</b></p> <p><b>Share positive stories early adopters</b> (influencers)</p> <p><b>City newsletter</b>, e-news, face book, social media, community newspaper (season specific)</p> <p><b>Go to where people are</b> community events          farmer’s markets          congregations, schools          residential          chamber of commerce          rotary club</p>	
<p><b>On Line Engagement</b> (zoom, face book live) used during COVID, want to keep using them?</p>	

CITY TOOL BOX <a href="#">LoGoPep Energy Planning Guide</a> : Selecting Strategy Priorities		
Tool Category	Tool Description	Energy Strategy Examples
<b>Encouragement</b>	Public engagement and educational efforts to encourage private sector residents and businesses to take action consistent with the desired goals.	<ul style="list-style-type: none"> <li>• Co-promotion of utility efficiency or renewable energy incentives</li> <li>• Creation and dissemination of energy efficiency educational materials</li> <li>• Engage community in energy goal setting exercise, such as Partners in Energy</li> </ul>
<b>Incentives</b>	Financial or regulatory inducements to encourage private sector actions consistent with the desired goals.	<ul style="list-style-type: none"> <li>• Enabling PACE financing</li> <li>• Regulatory incentives within zoning</li> <li>• Expedited permitting</li> <li>• Technical assistance for private sector devel. to incorporate net-zero or solar-ready designs</li> </ul>
<b>Regulation</b>	Zoning, ordinances, licensing, permitting standards that are designed to require actions consistent with the desired goals.	<ul style="list-style-type: none"> <li>• Requiring energy efficiency or renewable energy within PUD ordinances</li> <li>• Energy benchmarking ordinance</li> <li>• Removing zoning barriers to renewable energy</li> <li>• Adopting an energy stretch code (SB 2030)</li> </ul>
<b>Public Demonstration, Leadership</b>	Public investment in and demonstration projects using local energy resources	<ul style="list-style-type: none"> <li>• Participation in GESP</li> <li>• Installing solar on public buildings</li> <li>• Adopting net-zero energy standards for public facilities</li> <li>• Sponsoring a community solar garden for residents/ businesses</li> </ul>



## The Psychology of Sustainable Behavior

Tips for empowering people to take environmentally positive action

Author Christie Manning, Ph.D. [www.pca.state.mn.us/sites/default/files/p-ee1-01.pdf](http://www.pca.state.mn.us/sites/default/files/p-ee1-01.pdf)

### Tips from psychology

#### 1. Make sustainable behavior the social default

- Communicate normative information
- Encourage positive social cues for sustainability
- Provide opportunities for people to demonstrate sustainability
- Create and nurture networks that spread sustainable examples
- Broaden the sustainability norm beyond the “eco-elite”
- Break down bystander confusion

#### 2. Emphasize personal relevance

- It’s not about the environment!
- Beware of labels
- Understand your audience’s worldview
- Find a new frame
- Focus on local issues, local effects

#### 3. Make hidden information visible

- Overcome perceptual barriers
- Build feedback loops with info or social feedback
- Informational feedback
- Social feedback

#### 4. Foster mindfulness.

- Engage thinking with something surprising
- Encourage alignment with personal values
- Focus on improvement, not perfection.

#### 5. Create opportunities for competence, skills, and knowledge

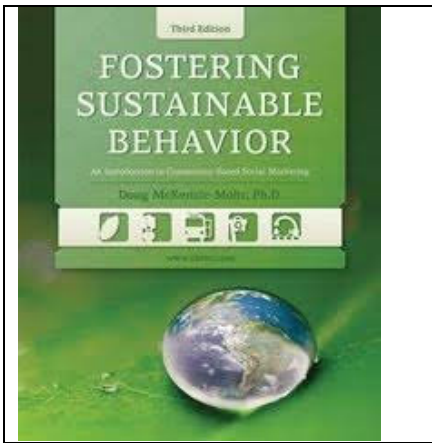
- Give task-specific information
- Provide hands-on opportunities to try new behaviors
- Communicate effective actions

#### 6. Make change a byproduct of other events

- Make the sustainable choice opt-out rather than opt-in
- Find the moments of flux

#### 7. Balance urgency with realistic hope

- Have a positive vision that emphasizes solutions
- Show people they’re not alone
- Redefine the scale
- Set challenging but attainable goals

	<h2 style="color: green;">Fostering Sustainable Behavior</h2> <h3>An Introduction to Community-Based Social Marketing</h3> <p><a href="https://cbsm.com/book">https://cbsm.com/book</a> (free download, free membership) <a href="#">PDF LINK</a></p> <p><b>Doug McKenzie-Mohr</b></p> <p>Community-Based Social Marketing (CBSM) The CBSM method is based in social psychology and draws from the idea that sustainable behavior change is most effective when it involves direct contact with people and is carried out at the community level. This guide provides a “crash course” in the CBSM method, providing essential knowledge from Doug McKenzie-Mohr’s Fostering Sustainable Behavior. Mohr has pioneered the use of CBSM to promote sustainable behavior change.</p>
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<h3 style="color: green;">Fostering Sustainable Behavior 6 Steps</h3> <p><b>Step 1: Selecting Behavior(s) &amp; Defining your Audience(s)</b></p> <ul style="list-style-type: none"> <li>- See our list of sample MN based behavior change campaigns</li> <li>- Measure the baseline of the behavior</li> </ul> <p><b>Step 2: Identifying Barriers and Benefits</b> – interviews, surveys, etc. Qualitative measurement that gives you a picture of the attitudes and beliefs about the behavior and will help you design/choose the elements of your behavior change program.</p> <ul style="list-style-type: none"> <li>- Ask local knowledgeable resource people</li> <li>- Talk with community members, surveys</li> <li>- Benefits &amp; Barriers can vary by audience</li> </ul>	<p><b>Step 3: Developing Strategies</b></p> <ul style="list-style-type: none"> <li>• <b>Commitment:</b> Good Intentions to Action</li> <li>• <b>Social Norms:</b> Building Community Support</li> <li>• <b>Social Diffusion:</b> Speeding Adoption</li> <li>• <b>Prompts:</b> Remembering to Act</li> <li>• <b>Communication:</b> Creating Effective Messages</li> <li>• <b>Incentives:</b> Enhancing Motivation to Act</li> <li>• <b>Convenience:</b> Making it Easy to Act</li> </ul> <p><b>Step 4: Piloting</b></p> <p><b>Step 5: Broad-scale Implementation</b></p> <p><b>Step 6: Evaluation &amp; Tracking Results</b></p>
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<p><b>Community-Based Social Marketing: What it is and what it means to me and you</b></p> <p><b>CERTs Article</b></p> <p><a href="https://www.cleanenergyresourceteams.org/community-based-social-marketing-what-it-and-what-it-means-me-and-you">https://www.cleanenergyresourceteams.org/community-based-social-marketing-what-it-and-what-it-means-me-and-you</a></p>	<p><b>Community Based Social Marketing CERT/ GreenStep <a href="#">Video Presentation Link</a></b></p> <p><b>(starts at minute 5 through minute 28)</b></p> <p><b>Alexis M. Troschinetz</b> CERTs Behavioral Science and Evaluation Manager 612-626-0455 <a href="mailto:atroschi@umn.edu">atroschi@umn.edu</a></p>
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<b>Worksheet – Community Based Social Marketing for Sustainable Behavior Change</b>	
<b>Step 1: Selecting Behavior(s)</b>	
<b>Defining your Audience(s)</b>	
<b>Step 2: Identifying Barriers and Benefits</b>	Your initial thoughts People to call
<b>Step 3: Developing Strategies</b>	
<b>Step 4: Piloting</b>	
<b>Step 5: Broad-scale Implementation</b>	
<b>Step 6: Evaluation &amp; Tracking Results</b>	



**Example MN Based sample Behavior Change Campaigns**

And resource people ([Please add your examples and resources to our list](#))

**Energy Efficiency**

- Partners in Energy,
- Energy Audits/Weatherization,
- Lighting/ LEDs

**Resources:**

CERT, MN CEE, Utilities, Community Action Agencies, EPA Energy Smart, MN PACE

**Renewable Energy**

- Buy Green Power – utility programs to purchase renewables
- Community Solar Gardens
- Rooftop PV Solar Bulk Buys

**Resources:**

MPCA CERT, MN CEE, Utilities, MRES, MREA

**Waste Reduction**

- recycling block leaders,
- recycling guides,
- water refill stations,
- re-use events,
- fix it clinics,
- Rain Barrel/Compost Bin Sales

**Resources:** County grants & master recyclers, MPCA, Recycling Association of MN, MN Compost Council

**Water Quality & Landscaping -.**

- Adopt a Drain
- Earth Day Clean ups,
- rain barrels & gardens,
- mow high,
- native/pollinator/wildlife friendly yards.

**Resources:**

master gardeners, naturalists and water stewards, watershed and soil & water conservation districts, Extension, garden clubs, garden centers

**Active Living**

- Bike Month
- bike rodeos,
- bike/walk to school,
- open streets,
- bike friendly communities certification

**Resources:**

County MnSHIP grants, Bike MN, Bike Clubs, MnDOT safe routes to school

**Local Food**

- seed give aways,
- garden share,
- farmer’s markets,
- CSAs,
- community gardens,
- farm to school,
- food preservation,
- food waste reduction

**Resources:**

food shelves, congregations, schools, SHIP

**Electric Vehicles**

- E.V.s at events,
- Q & A discussions
- Residential incentives to add EV charging
- Public EV Charging Infrastructure
- Multifamily EV Charging

**Resources:**

EV Owners Groups, Utilities, GPI/CERTS

**Forestry**

- tree sales
- EAB awareness
- adopt a tree

**Resources:**

MnSTAC, Arbor Day Foundation

- **Community Visioning/Planning Initiatives** [GSC B.P. Action 24.5.](#)
  - Conduct or support a community visioning and planning initiative that engages a diverse set of community members and uses a sustainability, resilience, or environmental justice framework.
    - a. Strong Towns,  
Resilience/Adaptation Action Planning  
**Resources:** (possible MPCA grants)
    - b. Eco-municipalities,
    - c. Smart Cities.
    - d. Healthy communities,
    - e. environmental justice, race equity,
    - f. climate/energy action plans,
    - g. local food system plans,
    - h. [Appreciative Inquiry](#) (SLP)
    - i. [Bike Friendly Communities Planning & Certification.](#) [Bike Alliance of MN](#)

**Resources:**

Partners in Energy, MN Design Team, Initiative Funds, CERTS, RSDPs, County MnSHIP grants