



CLEAN & RELIABLE ENERGY

ACTION

CRE-5 Establish an employee energy awareness and conservation program.



DESCRIPTION OF ACTION

Educating employees on energy awareness and conservation can empower employees to take action, as well as amplify the positive benefits of technology upgrades. While Clark County has established energy conservation policies for its employees, it has not engaged them with accompanying awareness programs and campaigns.

LEAD DEPARTMENT

Environment & Sustainability

OVERALL TIMEFRAME

MEDIUM

SHORT = Less than 1 year
MEDIUM = 1 - 3 years
LONG = 3 years or more

Planning Considerations

IMPLEMENTATION STEPS	TIMEFRAME	KEY PARTNERS
<p>1 Develop a list of 3-5 conservation behaviors to target first, focusing on highest impact, lowest barrier, and widest applicability. Calculate environmental and cost impacts for these measures at an employee and County-wide level.</p>	SHORT	<ul style="list-style-type: none"> Sustainability Advisory Committee (<i>to be established</i>) Real Property Management (Energy Manager)
<p>2 Create a program for educating and incentivizing employee and manager behavior change. Program should leverage the All-In Clark County brand and have visible executive support.</p>	SHORT	<ul style="list-style-type: none"> Real Property Management County Manager County Commission Public Communications Sustainability Advisory Committee
<p>3 Create/acquire and implement mandatory energy management training for new employee orientation and for existing employees.</p>	MEDIUM	<ul style="list-style-type: none"> Human Resources Real Property Management Sustainability Advisory Committee
<p>4 Develop a new list of target behaviors, incentives, and recognition for each program year.</p>	MEDIUM	<ul style="list-style-type: none"> Real Property Management Human Resources Sustainability Advisory Committee
<p>5 Report annually on energy, emissions, and cost savings of employees' collective efforts.</p>	SHORT	<ul style="list-style-type: none"> Real Property Management (Energy Manager) Human Resources County Commission County Manager Sustainability Advisory Committee

FINANCIAL AND TECHNICAL RESOURCES

FINANCIAL

- [Business Energy Services, NV Energy](#)
- [Incentives & No-Cost Offers, NV Energy](#)

TECHNICAL

- [How to Get Employees Engaged in Energy-Saving Practices, Constellation Energy](#)
- [Employee Engagement Case Studies, Better Buildings Solution Center](#)
- [“Bring your Green To Work” Toolkit, ENERGYSTAR.gov](#)
- [Create your own energy efficiency competition, ENERGYSTAR.gov](#)

CONSIDERATIONS FOR COLLABORATION/ OVERCOMING BARRIERS

- Utilize or adapt the All-In Clark County brand and a recognizable slogan. Communicate clear expectations that conservation is part of the organizational culture and tie it to County’s mission. Highlight areas where the conservation culture is already “business as usual” (e.g., 4-day workweek, water recycling).
- Co-create program features with employees.
- Customize target behaviors and incentives for specialized departments (e.g., a competition between crews and between stations in the Fire Department, an understanding of energy drain from computer equipment in police cars).
- Impact calculations should be translated into equivalencies that resonate with employees.
- Enable employees to submit workplace energy savings ideas. Dedicate a pool of funding to implement the best employee-generated recommendations.
- Incorporate best practices in employee engagement that break from the routine – scavenger hunts, unexpected rewards/prizes/praise, and snacks can all encourage participation at a low cost.

MEASURING SUCCESS

OUTPUTS*

- List of target conservation behaviors, incentives, and recognition
- Energy management training program for employees

OUTCOMES*

- Reduced energy and fuel use – can be bottom-up based on participation reports or top-down based on normalized energy bills
- Increase in number of new and existing employees receiving energy management training
- Increase in number of employees participating in energy reduction programs

*An **output** describes what has been created through implementation of the action. An **outcome** is the level of performance or achievement that occurred based on what was created.