



# Building a better scorecard to motivate energy efficiency

## THE NEED

The City of Seattle's Office of Sustainability and Environment (OSE), a national leader in building energy benchmarking policy, sought to use benchmarking data to motivate building owners to take actions to optimize energy performance. Previous versions of the Energy Performance Profile, or Scorecard, were one-way information delivery tools. The City's goals included development of tailored messaging, a visually compelling template, a streamlined way to populate individual building Scorecards using benchmarking data and a tracking protocol to evaluate responses.

## OUR APPROACH

Milepost conducted research on national market transformation best practices to craft both overt and subtle motivational messages to guide owners from indifference to awareness, and from thought to action. We segmented the target population and crafted unique messages based on three key drivers of action: recognition, gratitude and inspiration. We worked with Seattle City Light to develop clear recommendations for actions aligned with the utility's incentive programs and re-envisioned the Scorecard's design to include simple, compelling graphics to encourage stakeholders to engage with the performance data and explore options for improvement.

## THE RESULTS

Market testing indicated excellent response to the new Scorecard design. Scorecard recipients – most often, building owners – responded favorably, as demonstrated by an impressive 38% overall view rate, which jumped to 82% for those in the "high performer" category. Milepost also conceived of a streamlined method for organizing data and populating Scorecards for the City's future use.



### QUESTIONS

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