

10-29-14 ACCP Work Session: Personas

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1. College students

- Live - apartment, share a rental house
- Work - go to school by bus, drive short distances, bike/walk often
- Free time - restaurants/bars, outdoor activities, attend festivals, meet-ups

Big idea:

How can higher education be used to institutionalize sustainability across multiple sectors?

How do you keep up the energy post college? Through institutionalized behaviors?

Use college “mini-city” as a model for other sectors

Subpersona: Lives on-campus (full time or part time)

- Your needs are met for food, transportation, and housing
- Some off-campus transportation need to get to the Grocery Store or Target.
- Might or might not have a job, might be on campus or not
- Most activities are on or very near campus

Values and Goals

Socializing

Studying

Aspiring

Top Challenges:

Time

Money

Self-care

What motivates this group:

COST

Fun

Future oriented

Required to be there, follow rules, go to class, etc.

Subpersona: Lives off-campus (full time or part time)

- Commute daily or a few days a week
- Rental house / apartment or live at home
- Likely have a car or at least more transportation needs
- Might or might not have a job, might be on campus or not
- Most activities are off campus

Values and Goals

Socializing

Studying

Aspiring

Top Challenges:

Time
Money
Self-care

What motivates this group:

COST

Fun

Future oriented

Required to be there, follow rules, go to class, etc.

Top Strategies and Actions for “College students”

Anything that saves money and takes almost no investment

Heavily reliant on others, parents, government

Immediate and short term projects are best

The more mobility the better, so you can have a job further away, but if you don't have a car you're reliant on how far you can walk / bike or have access to transit

Most housing / energy actions are only applicable if behavior based

Transportation solutions are divided by on and off campus students

Reuse opportunities are high, due to low up front cost of reused furniture, clothes, etc.

2. Central city family / individuals – home owner

- Live – smaller apartment, condo, or house, often with roommates
- Work – live closer to work, use car/bike share, use public transit and bike occasionally
- Free time – parks, family oriented, sports, shopping, attend events

Subpersona: Work from home (single or a parent)

- Tools at home, connects online
 - Concerns about meeting space and reliable internet for meetings
- Meetings at coffee shops
- “Grazing” diet
- Possibly lives without a car or car-lite
 - More short trips
- Values: not driving, casual, time/flexibility, opportunities to meet/socialize with others

Subpersona: Work nearby (5 mi. or less)

- Values minimizing time spent commuting
- Vehicle used mostly for recreation or convenience

Subpersona: Family with working parents (30-60 years old)

- Values: traditional neighborhood and knowing neighbors, convenient access, local business, time, fitness/health, aware of and minimizes environmental impact
- Goals: maintain/increase quality of life, not lose house
- Challenges: property taxes, congestion, balance choice of school quality/sanity of commute
- Every day is different: 2 vehicles, bike fairly often, public transit some, one alternative commute/day
- Combine errands / trips
- “Juggling”
- Play:
 - Festivals
 - Mix of local/out of town weekends
 - Like having friends over
- House:
 - Yard with lawns and low-water plants
 - Garden, chickens, compost
 - Healthy food diet
 - Rainwater collection
 - Solar option blocked by trees
- Could but don’t alternative commute with mild guilt

Subpersona: Traditional neighborhood life (long-term resident)

- Values: want to stay in the neighborhood
- Motivators: Save money, fun

- Desire density/convenience
- Double income no kids
- Parent/home
- Parent commute
- Infants, young kids, teens
- Low- and middle-income homeowners
- Eat at home mostly, eat out 2x a week NICE, not fast food, “regulars”
- Less recycling
- Less insulation, older homes
- Alternative commute if plan to drink or if parking will be too hard
- Increasing property values threaten ability to stay

Subpersona: Young professional, recent-ish grad

- Values: Spontaneity/flexibility
- Live in condo near downtown, newer building stock
- Work from home or nearby – could locate close to work
- Driven by entertainment and live near entertainment districts, meals and dates out, solo or with friends eat at grocery
- Concerns: Debt, permanence (lots of changes); could I build a family where I am?
- Can live without car ownership if near functional transit
- Doesn't recycle or compost

Top Strategies and Actions for “Central city family / individuals – home owner”

Energy:

- Neighborhood scale competitions – fun and neighborhood pride - need to communicate energy use in a better way than bills
- New financing mechanisms and increased funding for EE programs to help with monthly costs – affordability
- Community solar gives option to those who can't do solar at home

Transportation:

- A built out network of separated bike facilities would enable a higher mode split of central city commuters, alleviating congestion and saving costs of driving, safer
- Incentives and education related to electric/alternative fuels vehicles would help me make the transition and feel less guilt! (understanding savings from long-term fuel and maintenance owner costs)

Waste:

- Make reuse opportunities easier and more convenient
- Easier to recycle through a decentralized system, rate structure, increased convenience
- Composting incentives and connections to urban agriculture could save money

3. Central city family / individuals – rental housing

- Live – smaller apartment, or house, often with roommates
- Work – live closer to work, may or may not own a car, use public transit
- Free time – parks, family oriented, sports, shopping, attend events

Subpersona: Low-income with kids

- Values: security, survival, convenience, better for kids, value; ownership
- Challenges: Childcare, Transportation, Meeting basic needs/eats
- Motivations: kids, cost, time
- Kids to school
- Activities organized by school and NPOs
- Busy; multiple jobs, atypical hours
- Appointments and bureaucracy
- Transit with older vehicle
- Food deserts
- Houses are energy inefficient, cheaper energy
- Struggling to pay
- Reused products and less durable

Subpersona: Low-income no kids

- Values: self-improvement, ambitious, peers- social acceptance, recreation; ownership
- Challenges: Basic needs/eats, housing (cost and option), employment, credit
- Motivations: ? , cost
- Underemployed, atypical hours, transit/older vehicle, bike
- Fiesta, HEB but maybe in food desert
- Houses are energy inefficient
- Perceived dangers

Subpersona: Medium – high income

- Values: convenience, idealism higher, more able, career; ownership
- Challenges: time/work, changing lifestyle dynamics, housing pressures
- Motivations: ideals, fun, cost, convenience
- Choice in transit, more fuel efficient vehicle
- Increased energy efficiency
- Rush hour commute
- Creative class – telecommute
- More expenses, more “green” energy
- Increased travel, elective consumer goods
- Difference in older vs. younger in this group

Top Strategies and Actions for “Central city family / individuals – rental housing”

Energy:

- Neighborhood- or apartment-scale competitions – could be fun - need to communicate energy use in a better way than bills
- Community solar gives opportunity to those who cant do solar at home

Transportation:

- A built out network of separated bike facilities would enable a higher mode split of central city commuters, alleviating congestion and saving costs of driving, safer
- Enhanced public transportation options and last mile connections would improve convenience and save money over driving

Waste:

- Make reuse opportunities easier and more convenient
- Easier to recycle through a decentralized system, rate structure, increased convenience
- Expanded composting programs may save me money if it is a pay-as-you throw rate structure

4. Suburban families and individuals – home owners

- Live – single family home
- Work - longer car commute, children trips
- Free time – bring the kids to play dates, sports; weekend trips outside of the city

Values:

- Family
- Financial goals/protecting real estate /investment
- Quality of life
- Education
- Flexibility/privacy

Day:

- Commute
- Activities
- Community/cultural norms

Motivators:

- Schools/education
- Family/Community pressure
- Cost/incentives/flexible self-selected programs

Challenges:

- Time strain
- Cost of living/affordability/quality of life
- Managing assets and liabilities

Suburban Family homeowners and renters both value family, quality of life, and preservation of their financial goals such as saving for the future and/or protecting their assets. Participants in these groups spend a substantial amount of time commuting to and from all of their various activities including work and school. Major motivators for this group include options that reduce financial cost and time constraints. Many of the behavior changes made by this group are prompted by personal values, family or community pressure, or increased convenience. While values, daily activities, and motivators are shared between suburban homeowners and renters alike, challenges between these two groups come down to time, resources, and opportunity. Homeowners may have more opportunity to change their property, participate in utility incentive programs, and retain financial return on investment. However, renters may not have the opportunity to make changes to their property, participate in incentive programs, or benefit from financial investments in alternative solutions.

Top Strategies and Actions for “Suburban families and individuals – home owners”

Materials Management:

- (Purchasing) Develop a marketing campaign which promotes responsible purchasing
 - Including specs which emphasize material reuse, reduced packaging, materials with recycled content, and locally manufactured products
 - Including promotion of minimization of material use
- (Reduction & Reuse & Recycling) Expand reuse and sharing opportunities by supporting existing reuse centers and fostering development of additional formal community centers
 - Including repair opportunities
 - Increased single-stream recycling
- (Organics Diversion) Universal organic diversion
 - Including yard trimmings and food scraps
 - On-call brush collection

Transportation:

- (Vehicles and Fuel Efficiencies) Purchase Alternative Fuel Vehicles
 - Including lower emission vehicles to replace older, high-emission vehicles
 - EV incentives
- (Technology Solutions) Continue to enhance travel via all modes
 - Including dynamic messaging, travel time data, remote technologies
 - Expand plug-in station network, including regional connections
- (Transportation Demand Management) Employer supported commute reduction programs
 - Including telework, flex schedules, on-site day care

Electricity and Natural Gas

- (Behavior Change and Educational Efforts) Educational efforts through social media applications, competitions...
 - Smart meter reads, data is actionable and timely
 - Neighbor vs neighbor challenge
 - Increased transparency of energy cost information
 - Use of dynamic rate programs
- (Generation Technologies) Expand solar communities
 - Including options for increased solar, grid independence, redesigning utility/customer business model/transaction

5. Suburban families and individuals – rental housing

- Live - apartment or rental house
- Work – longer car commute, public transit usage a possibility, children trips
- Free time- bring the kids to play dates, sports; weekend trips outside of the city

Values:

- Family
- Quality of Life
- Affordability
- Saving for future

Day:

- Commute time
- Child activities
- Personal time constraints

Motivators:

- Cost, increased affordability
- Convenience
- More time with family (supported by employers)
- Personal values
- Family well-being
- Space/location = quality of life, quality of schools

Challenges:

- Home maintenance/utility costs
- Time and cost of transit
- Lack of opportunity to recycle, etc
- Difficulty in operating E.V.s
- Lack of information about alternative opportunities
- Lack of agency

Suburban Family homeowners and renters both value family, quality of life, and preservation of their financial goals such as saving for the future and/or protecting their assets. Participants in these groups spend a substantial amount of time commuting to and from all of their various activities including work and school. Major motivators for this group include options that reduce financial cost and time constraints. Many of the behavior changes made by this group are prompted by personal values, family or community pressure, or increased convenience. While values, daily activities, and motivators are shared between suburban homeowners and renters alike, challenges between these two groups come down to time, resources, and opportunity. Homeowners may have more opportunity to change their property, participate in utility incentive programs, and retain financial return on investment. Whereas

renters may not have the opportunity to make changes to their property, participate in incentive programs, or benefit from financial investments in alternative solutions.

Top Strategies and Actions for “Suburban families and individuals – rental housing”

Electricity and Natural Gas:

- Behavior Change and Educational Efforts
 - Increased information of electrical usage
 - Energy cost information to tenants and prospective tenants

Transportation

- Vehicles and Fuel Efficiencies
 - Work from home
 - Cost incentives alternative fuel/vehicles/modes

6. Retired individual or couple

- Live - many moving to the central city, most are in single family neighborhoods, some are in retirement communities
- Work – no regular employment, volunteers occasionally, fixed income
- Free time – go to movies, malls, out to eat, visit with friends/family

Daily life:

- Flexibility in schedule, i.e. Errands, family, friends
- Well informed community
- Interested/invested in City of Austin - Vote
- Limited Travel

Value:

- Important to maintain community connections
- Some are socially isolated
- Focus value on Family – Future generations
- Financial security – fixed income
- Health main issue

Challenges:

- Financial security – fixed income
- Health concerns
- Limited transportation options

Motivations:

- Cost
- Convenience
- Future Generations
- Health

Subpersona:

- High/low disposable income
- With or without children, grand children
- Central or suburban
- Health status
- Detached home or multi-family units

Top Strategies and Actions for “Retired individual or couple”

7. Small business owner / local non-profit & faith based leader

- Different variations – construction, food service, retail
- Location - likely rents space, spread throughout the city
- Employees – has 10-100 employees that live relatively close
- Likely to service immediate community

Characteristics of a small business owner:

- Very busy – wakes up early
- Curious
- Educated
- Renter
- 25-40 years old [Nonprofit (NP) & Faith-based (FB): 30-60 years old]
- Short term business (+/- 5 years) [NP+FB: more than 5 years]

Drivers:

- Pursue Passion
- Make money
- Short term savings (Low capital savings)
- NP+FB: more passion/less about making money

Challenges:

- Transportation (Supply management)
- Retain talent
- Transportation for employees [especially for NP+FB]

Motivators:

- Cost/requirements
- Competition
- Make payroll

Challenges:

- Cash flow
- Employees [NP+FB: reliable volunteers]
- Short term thinking

Top Strategies and Actions for “Small business owner / local non-profit & faith based leader”

8. Upper Manager at a Large Corporation

- Location - owns the building, located outside of the central city
- Employees – has 100+ employees that live all over the city, state, country

Person:

- Influencer
- Multi-tasking dynamo
- Quick / Rational decision-maker

Types of businesses (Hi-lo impact):

- Services
- Manufacturer
- Products
- Retailers
- Healthcare
- Tech

Drivers:

- Competitiveness in the market place
- Profits / Profitability
- Workforce
- Social Responsibility

Daily Concerns:

- Risk-management
- Workforce
- Profitability
- Customer delivering services / product (What drives the customer?)
- HR
 - Salary
 - Benefits
 - Atmosphere
- Overhead vs. Revenue

Challenges:

- Attracting and retaining talent
- Customer satisfaction
- Risk Mitigation
- Overhead Margins

Motivators:

- Profit
- Quality of Services / Product
- Public perception / Reputation
- Compliance
- Work Environment
- Competitiveness

Subpersona:

- Business types (see list above)
- Private / Public ownership
- Decision-making – Corporate headquarters vs. local
- Customer based
 - B2B
 - B2C
 - Local or national customer base
- Competitors (Local, national , international)
- Lease vs. owner of building

Top Strategies and Actions for “Upper Manager at a Large Corporation”

9. City Council / Government Management

- Locations - large real estate portfolio and vehicle fleets
- Activities – spending, zoning, resolution and ordinance approvals
- Employees – thousands, coming from all over the city and from neighboring counties

1) Break down / sub personas

City of Austin / Travis County

AISD and school districts

Management versus Workers

State of Texas

Cap Metro

2) Major tasks / activities

Listen and Talk to Constituents

Establish and implement policy

Conform to and implement existing policies and laws

Spend money on projects and programs

Visualize the future

Lead change and direct influence inside and outside government

3) Values / goals

Success / mission driven

To be efficient and effective with services and be a good public steward

Get re-elected

Make people happy and stay out of trouble, avoid upset people and the media

Make a difference in the community

Be open and transparent

4) - Challenges

Do more with less

Attempt to satisfy diverse constituents (for, apathetic, against)

Engage the public

Deal with squeaky wheels

Manage growth / traffic / water

Sustainability environmental / protection

Continued economic success, affordability, economic justice

Bureaucratic resistance and inertia

5) What drives action?

Constituents / campaign dollars

Peer pressure (coworkers, other council members, other cities)(

Information, data, reports – Task Forces and Committees

Public Input and Participation

Leadership Direction to Staff

Comprehensive Plan

Top Strategies and Actions for “City Council / Government Management”

Too many to list. Overall:

Lowering life cycle cost

Up front cost of investment is always a challenge

Anyway we can support affordability is win-win for everyone. The utilities can save money, customers save money, elected officials look good.

Staff time is always a barrier, there are only so many employees, too many jobs, and more employees means more cost.

Long term sustainability of our utilities is key. Having low cost energy and water is essential and their revenue supporting lower taxes is essential.

Equity to all residents and more services to those who need it is key

Local economy is a big issue and every dollar you send to an oil, gas, or coal company is money that leaves our economy. The more we rely on renewable and local resources, the more local multiplier we will see.

We are truly responsible for:

- City wide waste policy and the customers we serve

- All things electricity and Austin energy

- Zoning / development

- The city is a partner on all things transportation (CAMPO, Capmetro, TXDOT, FTA, FHWA) not the owner.

10. Tourist / Visitor

- Flies into town for F1, SXSW, ACL Fest, or a conference
- Stays with a friend, downtown in a hotel, or short-term rental
- Gets around town by rental car, taxi, bike / walk

General:

- Values: want to be on time to event/meeting, convenience, comfort
- Challenges: transportation, food, housing – being able to choose ‘green’ away from home; budget – more or less spending (and consumption) than normally would at home
- Motivations:
 - getting value and a quality experience on vacation
 - convenience – tourism-focused transit options
 - incentives for green behavior (transit subsidy?)
 - event peer pressure (norms of the event culture)
 - business meetings – different than events (in-person vs. virtual meeting, cost of traveling to Austin, incentivize local business to build out and use virtual conference/video capability instead of in person meetings)
- waste generated by single use, disposable products, eating out a lot
- spending money/consuming more on a vacation
- Housing/lodging and location depends on access to meeting/event, whether visiting friend/family
- Transportation impacts – diffuse vs. concentrated
- For many, local normative behavior can influence actions
- Want to experience Austin – may be an opportunity to work with popular locations/restaurants to educate tourist/visitor

Subpersona: Here 1-2 days for sporting event, business meeting

- UT games – may have driven into town
 - Tailgating
- Business meeting – fly, rent a car

Subpersona: 4-7 days

- ACL
- F1, SXSW – fly, rent cars, use car-share service or bike-share
- Values: want to be on time, convenience, comfort

Top Strategies and Actions for “Tourist/Visitor”

Energy:

- Working with hotels, short-term rentals to encourage tourists to adapt to local behavior of conservation through education efforts, energy use info

Transportation:

- Enhanced public transportation system would allow a user to bypass renting a car, saving money
- Technology solutions related to real-time information could enhance convenience of a business traveler or event goer
- A compact and connected city makes it easier for a traveler to find all they need in a smaller geographic area, convenient and save time/money

Materials Mgmt:

- Easier/more convenient recycling and composting would encourage a more “green” visit