The Lake Street Carrot Mob

MATT KAZINKA
LAKE STREET COUNCIL
The Carrot Mob

- El Norteno Restaurant
- Saturday in April
- Coincided with outdoor festival
- $15 Buffet lunch
- Nearly 200 people came
- Raised ~$2,700 to make changes that will result in:
  - ~$1,500 saved/year
  - ~25,000 kWh reductions/year
Selecting a business

- Neighborhood favorites with an existing customer base
- Places familiar with putting on events
  - Restaurants and eateries
- Think of a special product for the day (eg. Lunch buffet)
Setting a goal

- Do an energy assessment to get hard numbers
- Set a goal based on the projects you can accomplish
  - Make it realistic
- Visualize the goal
  - Thermometer
Promotion

• The business itself
• Neighborhood orgs
• Clean energy orgs
• Local news
• Think of target markets:
  • Regular customer base
  • Environmental groups
  • Cross promotion with other businesses or with nearby events
Volunteers

- Find volunteers
- Student groups
- Business association staff or board
- Family/friends of biz
- Set clear expectations and schedule
- Thank volunteers
Challenges

Business follow up

Time / benefit balance
- Estimate time needed for staff, volunteers, and the business itself
Thanks!

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