

Energy Conservation Incentive Program (ECIP) 2019 Recommendations

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July 23, 2019

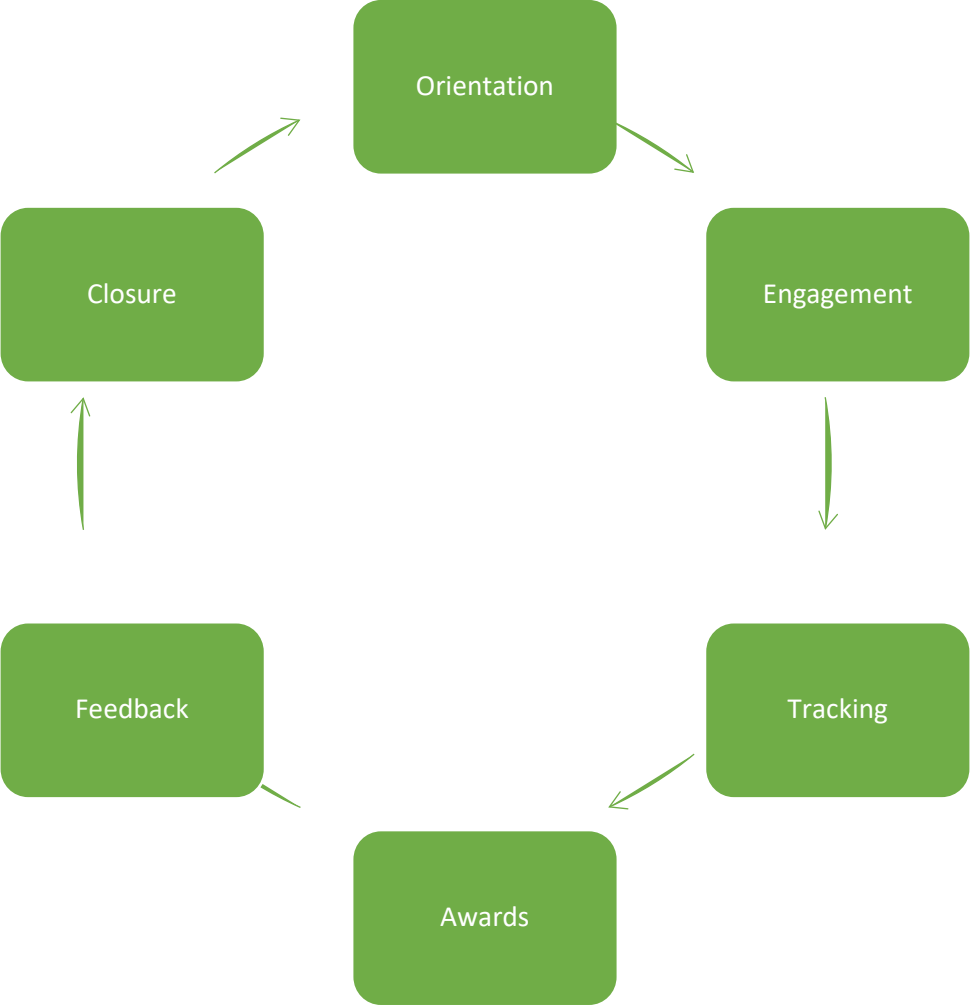
Overview



- iCAP 2015 Ch2. Energy Conservation & Building Standards Objective:
“30% reduction in total campus building use by FY20.”
- Strategies:
 - 2.1 *Maintain/reduce GSF*
 - 2.2 *Improve standards for new buildings & renovation*
 - 2.3 *Strengthen conservation efforts*
 - 2.4 *Engage & Incentivize Campus Community*

-ECIP
- ECIP: Rewards/incentive program to encourage building energy savings
 - Budget changes; new ECIP

Timeline



Orientation



Introductory Email

- About ECIP
- Include relevance to iCAP, vision etc
- Timeline & process overview
- Details on how to get involved
- Explain awards/incentives
- ECIP achievements

Workshop

- Invite: Building facilities managers, communication heads AND college facility managers/communication coordinators
- Elaborate on ECIP
- Answer questions
- Gauge interest of different buildings/colleges
- F&S as a resource

Engagement

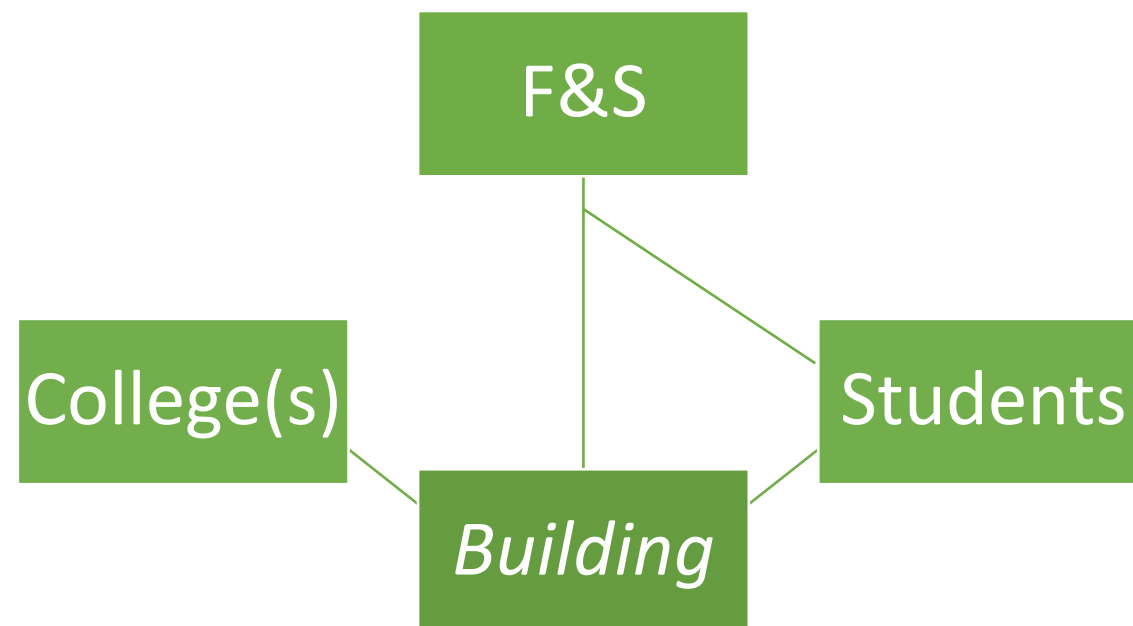


- Orientation workshop to engage audience face-to-face
- Building pledges to formally acknowledge participation (T&C):
 - Commitment to iCAP objective: “reduce building energy consumption”
 - Communicate to ALL building occupants and campus about program and outcome
 - Engage student ambassadors in building
 - Report to F&S midway and follow-up after awards
 - F&S as a resource
 - ECIP merchandise
 - Certificate of acknowledgement
- Reach out to RSOs to assist at building-level
- Identify and approach buildings whose consumption has not reduced
 - Potential opportunity for F&S

Engagement (continued)

Communication must be on 2 levels:

- *Building*: Facilities manager, communications coordinator, and student liaison
- College: Communication coordinators (and facilities managers)
 - Award for colleges with most number of pledges/top-performing buildings
 - Recognition; shift onus of communication onto them (in addition to F&S)



Tracking

- Track pledges (and participants) through ECIP Reference Sheet
- Informal meetings with pledges (student ambassadors)
- “Nudge” pledges who have not taken steps
- Student ambassadors to make building energy report card document progress so far, and submit to F&S
 - Integrate dashboard/report + EBS
- Make *reports public* and display on webpages/media
- Monthly “featured buildings” on webpage
- Send out “halfway point” newsletter in March
 - Reminders & updates
 - Invite to ECIP awards ceremony

Awards



- Plaques or Certificates for winners
 - Auxiliary units included
- Same award categories as in previous years, and more
 - Occupant Action (\$)
 - Energy Advancement (\$)
 - College-level (certificates/plaques, not monetary): most # of pledges, most savings (\$/MMBTUs)
 - Multiple-year winning buildings (certificate/plaques, not monetary)
- ECIP Merchandise: pledges get priority
- Conclude the ceremony with how savings can be used to get more savings from the program; with help from F&S
- Update webpages & media outlets
- Party/informal meeting for winning buildings + F&S

Feedback



- Last mass mail summarizing the year & announcing winners
- Have winners (buildings/colleges/students communicate success)
 - Follow-up for feedback
 - Follow-up for what worked for them/not (tips for future pledges)
 - Communicate to *campus*
- Follow-up on plans for funds. See how F&S can help them utilize funds.
 - Potential opportunity for F&S
- Document and publicize total savings (\$/MMBTU), pledges and other improvements through ECIP

Closure



- Post-communication & feedback
- Complete documentation for the year
- Make relevant updates to next ECIP
- Set *Energy Conservation target for iCAP 2020*

- Repeat: prepare for next ECIP orientation

Outcomes



- Reduced building energy usage
- Tracking and communication made easier; formalized
- More efficient way to meet iCAP conservation objectives:
 - 2.2 Improve standards for new buildings & renovation*
 - 2.3 Strengthen conservation efforts*
 - 2.4 Engage & Incentivize Campus Community*
- Multiple-level, centralized engagement benefiting buildings
- Points on AASHE STARS – maintain Gold status
- *Opportunities for F&S: Sustainability, Utilities & Energy Services, Engineering and Small Construction, Capital Programs*

Future Opportunities



- Incorporate waste, water, transportation and engagement metrics into the ECIP (weight differently)
- More in-depth resources to reduce building energy
- Centralized database of resources
- Re-directing awards to sustainability initiatives

Questions/comments/suggestions?



Thank you!