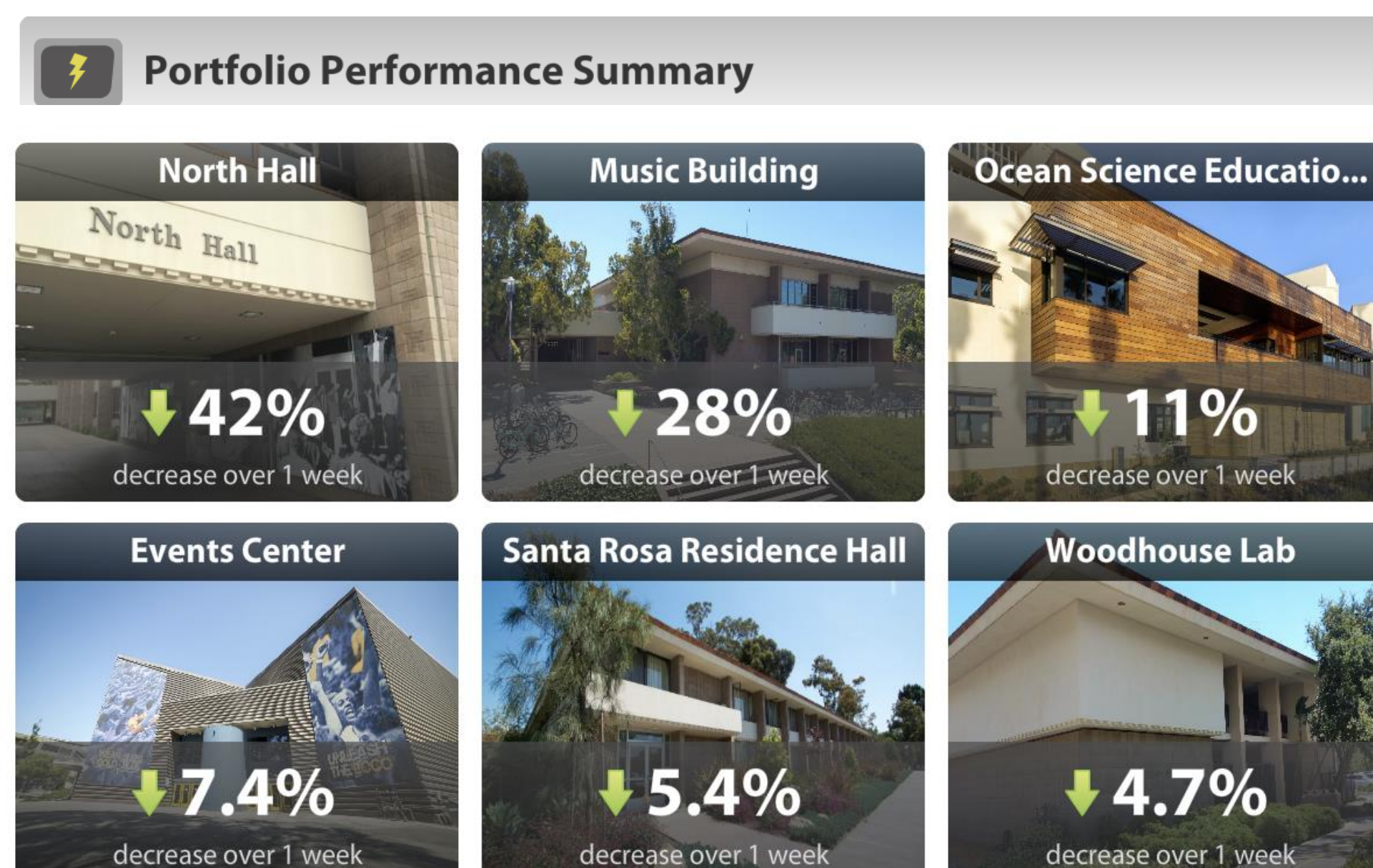


# Increasing Energy-Efficient Behaviors

Hallie Brown, Carbon Neutrality Initiative Fellow 2017-2018

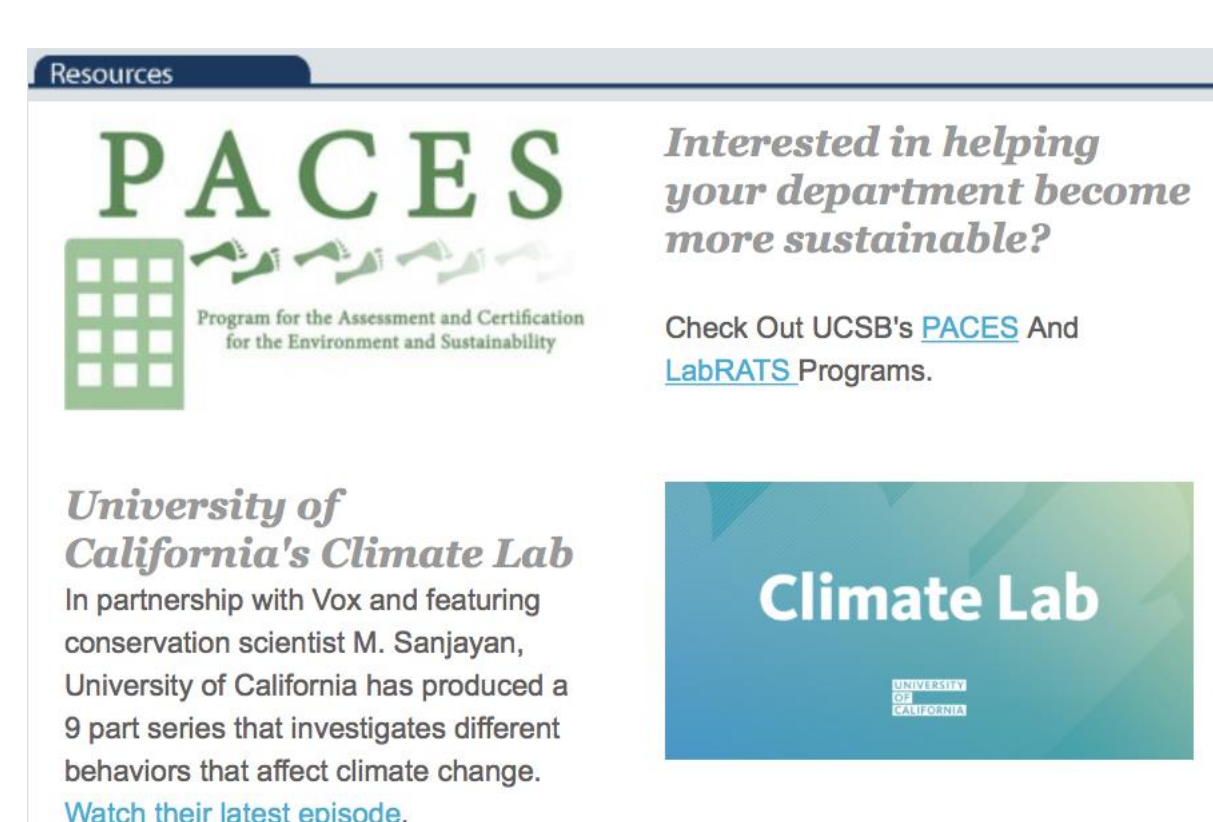
## Introduction

Achieving the 2025 goals of the UC Carbon Neutrality Initiative for a large institution such as UC Santa Barbara can be complex and complicated. As such, it has been important for UCSB to approach the issue of achieve net-zero emissions from a number of different angles, including through maximization of energy efficiency on campus. While a large portion of maximizing energy efficiency on campus comes from decisions made by building managers about the type of equipment used and energy use procedures, individual habits of building occupants also has an impact on overall energy efficiency of a building. Targeting behavior modification of building occupants on campus has the potential to benefit the UCSB campus and meet the goals of CNI by decreasing the building's overall energy use, increasing energy efficiency, and engaging campus community members in the Carbon Neutrality Initiative.



## Project Goals

The goal of this project was to design and implement an outreach program for the online Energy Dashboard in order to increase energy-efficient behaviors of building occupants in buildings on campus. The Energy Dashboard is an online platform that displays real-time energy use of buildings on campus. I aimed to create a comprehensive outreach program connected to the Dashboard that would individually target staff, faculty, and students, and ultimately reduce energy use in buildings on campus.



## Materials and Methods

I began my project by conducting research into appropriate and effective methods of outreach and common practices to target behavior change.

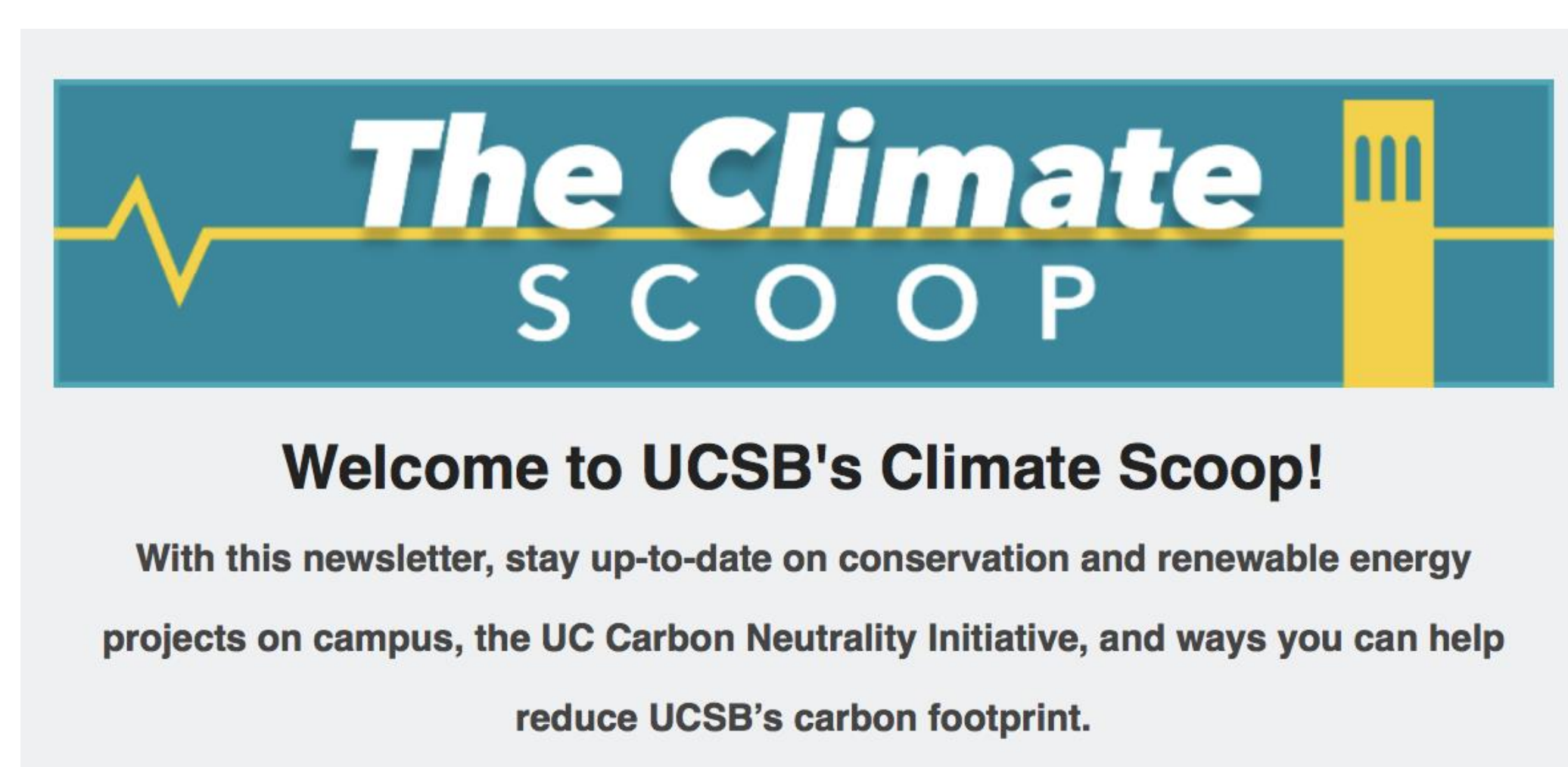
I looked for outreach campaigns from other universities relating to energy efficiency or other energy dashboards, from universities such as Stanford, UC Berkeley, and UC Davis. Other research included informal interviews with experts in behavior change relating to the environment or energy efficiency, informal interviews with faculty, and review of previous research done by UCSB and other institutions. After learning about the successful campaign run by UC Davis' Trim the Waste Program and speaking with experts on behavior change campaigns, I decided to outline a plan for an outreach program that consisted of 3 parts: An e-newsletter, a webpage, and a presentation. Feedback from staff and faculty was key in designing the newsletter's logo and content.

Other UCSB Sustainability students also helped to write articles for the first newsletter.

## Results and Outcomes

The main result of my research was the creation and implementation of the bi-quarterly newsletter called "The Climate Scoop". In addition to providing an interface between campus community members and the Energy Dashboard, the Climate Scoop includes news and updates on energy-efficiency projects, research being on campus, tips for reducing one's carbon footprint, ways to get involved in CNI and other Sustainability programs, and provides connections to resources on campus. I wrote several articles for the Newsletter, including a highlight of this year's CNI Fellows and a story on UCSB's LabRATS program.

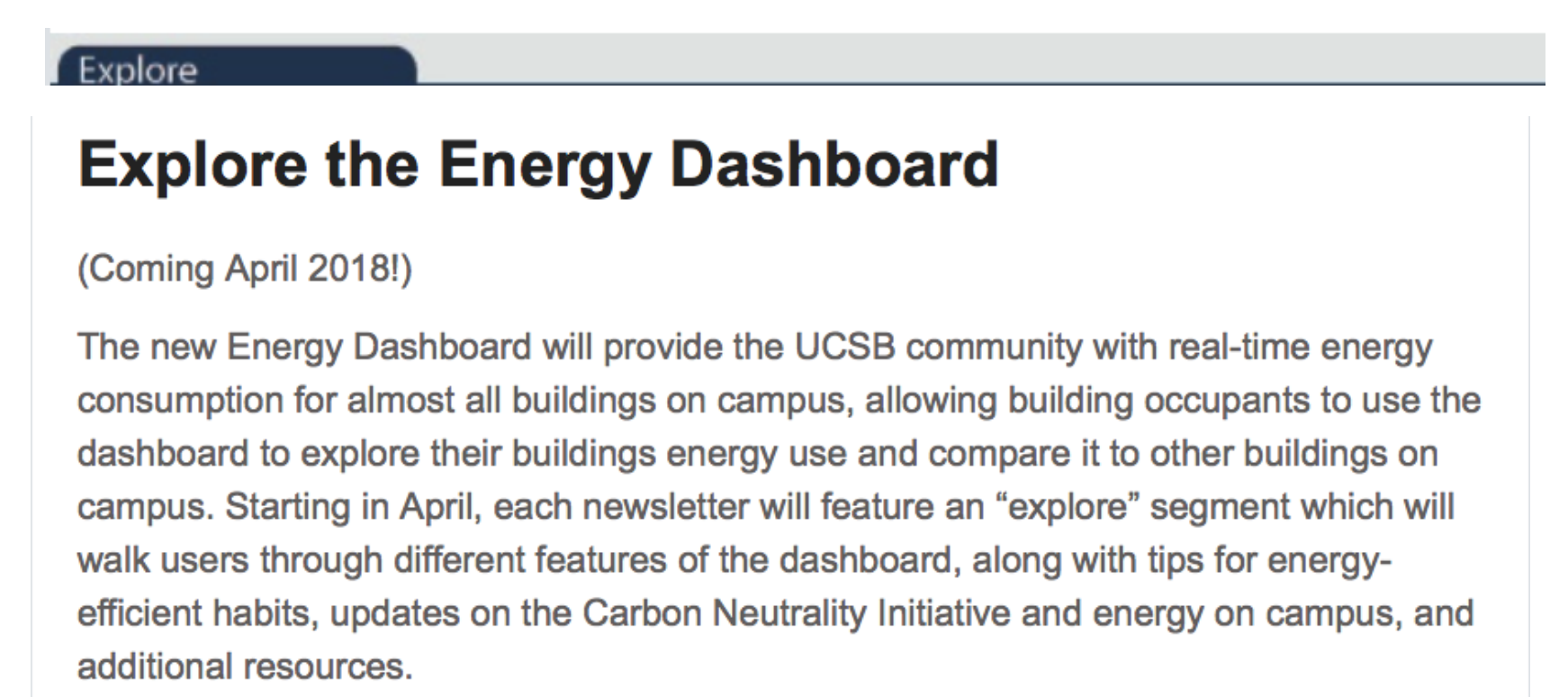
Additionally, I secured a \$660 grant from the Green Initiative Fund (TGIF) for a text messaging for behavior change pilot project for 2018-2019 academic year. The project will focus on creating energy-efficient habits by sending out strategically timed reminders and tips to subscribers.



## Conclusions

The first version of the Climate Scoop garnered considerable positive feedback from campus community members. However, I was ultimately unable to meet the original goals of my project. The Energy Dashboard was undergoing an update throughout the year, and was not completed during my Fellowship. This limited my ability to create an outreach program connected to the Dashboard, as I could not initiative any direct engagement between the Dashboard and individuals on campus. However, the Newsletter is set up to include a section to feature different components of the Energy Dashboard, once it is completed.

Furthermore, it became clear that a multi-faceted approach will be needed to implement lasting behavior changes on campus. It will also be essential to increase awareness of the Carbon Neutrality Initiative to meet the 2025 goals.



## Future Goals

- Incorporate the Energy Dashboard into the Climate Scoop once the new Dashboard is completed
- Create a more comprehensive outreach program for energy-efficiency at UCSB
- Create a behavior change strategies guide and recommendations for UCSB Sustainability
- Complete the Text Messaging for Behavior Change pilot project for the 2018-2019 academic year

## Literature Cited

- *Carbon Zero: Curbing Climate Change and Driving Energy Efficiency at UCSB*, Bren School of Environmental Science and Management, March 2017
- *UCSB Operational Effectiveness: Energy Management Initiative*, Bren School of Environmental Science and Management, Winter 2015
- UC Davis Trim the Waste campaign, 2017-2018

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