Energy Conservation Campaign
WHAT:

- Month-long effort to encourage Energy Conservation in residence halls at Dickinson
- Empower students to have a voice and influence in their communities about sustainability initiatives.
- Exploring ownership & personal responsibility for sustainable living practices
  - Recycling, composting, energy reduction
- Increase programming & understanding of recycling and sustainable practices.
WHO:
Eco-Reps, RAs, Residents

WHERE:
Dickinson Residence Halls

WHEN:
March 1-31, 2013
Goal

- To increase awareness and action of sustainable living practices through educational events and campaigns in the residence halls.
What’s Different this Year?

Dickinson is Saving Energy

**DO YOU HAVE WHAT IT TAKES?**

- College-wide energy challenge to reduce electricity consumption by 10%
  - March 1-30, 2012
- Dorm competition to reduce usage by the greatest percentage
  - Help Dickinson reach carbon neutrality
  - Events all month to raise awareness
- CFL Bulb Exchange, Green Dance Party, Dinner in the Dark & Hour Down

COMMIT TO THE DICKINSON ENERGY CHALLENGE
COMING MARCH 2012

Like Center for Sustainability Education-Dickinson College on Facebook.
RESIDENCE HALL COMPETITION
March 1-29, 2012 (Summary)

Residence Halls Reduced Consumption by:
11,538 kWh/week

Savings in Residence Halls: $1,615.30/week
CO₂ Reductions in Residence Halls: 5,961 kg CO₂/week

Standings:
1st - KW
2nd - Malcolm
3rd - McKenney

Percent (%) Reduction
- Kisner-Woodward: 42.90%
- Malcolm: 39.77%
- McKenney: 38.30%
- Armstrong: 21.16%
- Atwater: 20.33%
- Morgan: 17.63%
- Davidson-Wilson: 17.47%
- Adams: 15.82%
- Buchanan: 15.51%
- Witwer: 13.89%
- Drayer: 12.85%
- Conway: 12.72%
- Longsdorff: 12.67%
- Baird: 12.17%
- McClinton: 10.84%
- Cooper: 9.50%

Tip of the Week:
Stay tuned to find out how Dickinson, as a whole, performed in the Spring 2012 Energy Challenge!

Dickinson
THE CENTER FOR SUSTAINABILITY EDUCATION

Eco-Reps at Dickinson College
Electricity by the Numbers

- Constellation Energy via PPL (6.8% renewable)
- Average cost per kWh in U.S = $0.115
- Average yearly cost/home in PA = $1,338
- Dickinson true cost per kWh = $0.125
- 2011 Dickinson use = 18,100,614 kWh
- Average Dickinson cost = $1,700,000/yr
Watts in Your Residence Halls?

- Clock radio = 10 W
- DVD Player = 21-25 W
- Laptop = 50 W
- CPU (awake/asleep) = 120/30 W
- Monitor (awake/asleep) = 150/30 W
- 36” TV = 133 W
- Washer = 350–500 W
- Microwave = 750–1100 W
- Coffee maker = 900–1200 W
- Vacuum = 1000–1440 W
- Clothes iron = 1000–1800 W
- Hair dryer = 1200–1875 W
- Toaster oven = 1225 W
- Dryer = 1800–5000 W
Community Living

- Adams
  - 47,750 sq. feet
  - 165 people
  - 289 sq. ft/person
  - $2,185 for 11/2012
  - $13.24/person for 11/2012

- My House
  - 2500 sq. feet
  - 4 people
  - 625 sq. feet/person
  - $110 for 11/2012
  - $27.50/person for 11/2012
### Electricity Load Profile - Month

**Organization Path:**
- Dickinson College
- Adams Hall (Main meter)
- Residence Halls > Adams Hall > Adams kWh

**Start Date:** 1/1/13 12:00 AM
**End Date:** 2/1/13 12:00 AM
**Resolution:** Day Types

---

#### Summary

![Graph showing Electricity Load Profile - Month](image)

#### Table: Electricity Load Profile - Month

<table>
<thead>
<tr>
<th>Day Type</th>
<th>Number of Days</th>
<th>Total Cons kWh</th>
<th>Total Cons kW</th>
<th>Avg Cons Per Day kWh</th>
<th>Avg On-Peak Cons Per Day kWh</th>
<th>Avg Off-Peak Cons Per Day kWh</th>
<th>Daily On-Peak Max kW</th>
<th>Daily Off-Peak kW</th>
</tr>
</thead>
<tbody>
<tr>
<td>All</td>
<td>31.00</td>
<td>15,224.00</td>
<td>100.00</td>
<td>491.10</td>
<td>176.80</td>
<td>314.29</td>
<td>44.00</td>
<td>44.00</td>
</tr>
<tr>
<td>Weekday</td>
<td>23.00</td>
<td>11,289.52</td>
<td>74.16</td>
<td>490.85</td>
<td>238.30</td>
<td>252.55</td>
<td>44.00</td>
<td>44.00</td>
</tr>
<tr>
<td>Weekend</td>
<td>8.00</td>
<td>3,934.38</td>
<td>25.04</td>
<td>491.60</td>
<td>-</td>
<td>491.90</td>
<td>-</td>
<td>44.00</td>
</tr>
</tbody>
</table>

**Note:**
- Daytime Consumption window is from 08:00 to 18:00 local time.
- Daytime Demand window is from 08:00 to 23:45.
2013 Events

- Dickinson “Goes All Out” on Fridays
  - Campus Wide
  - Friday Nights Lights/Computer Power Down
  - Looking for Sponsors

- Earth Hour Power Down Celebration
  - March 23, 2013 8:30 pm
  - Bonfire on Morgan Field
  - Acoustic Music
  - Glow-in-the-dark frisbee
  - Residence Halls “Go All Out”
How to Conserve Energy

- As a group come up with ways to conserve energy
- Write your ideas down
- Share a few ideas with the large group
- We will collect and make a master list
- Be specific
Time on Task

- Come up with catchy slogan for the campaign
- Be creative……
  - What will engage your residents to participate?
- What types of technology might be useful?
- Think through the spaces that you live and work-what are the areas/places that you could conserve energy?
- How will you measure success in the absence of measuring usage directly?
Plan/Do

- Develop a timeline
- Advertising & promotion plan
- Materials or supplies or data needed?
- Who from your combined group of Eco-Reps and RAs will be the point person?
  - Divide responsibilities amongst others
- Kick off your Campaign!