**Energy Conservation & Building Standards Campaign Meeting**

*In attendance: Alex Dzurick, Claudia Szczepaniak, Fred Hahn, Jessica Tran, Karl Helmink, Marian Huhman, Morgan Johnston*

1. Morgan introduces the problem: We have a lot of energy conservation programs, but they’re not tied together and some are less effective than others. Need to look at what concrete steps we ought to take next. 3 main programs:
	1. Energy Conservation Incentive Program
		1. <http://www.fs.illinois.edu/services/utilities-energy/energy-conservation/ecip>
		2. 3rd year right now
	2. Make departments responsible for own energy budget and get energy savings while at it. But can’t turn off their power..
	3. Buildings with most energy conservation from one year to the next as a whole receive a portion of their savings as a reward
		1. Two categories: centrally funded buildings (get 50% of savings if #1 and 10% if #4); occupant action (get 100% of savings and bonus of $50,000) and money has to be used in the facility that won in each category
		2. Some ways won: sustainability culture, centralized servers, retrocommissioning, occupant action
		3. When buildings win, others find out that ECIP exists. Leads to the question of whether or not people know the iCAP exists.
	4. Tied to Certified Green Office Program
		1. <http://sustainability.illinois.edu/campus-sustainability/actionsinitiatives/certified-green-office-program/>
		2. F&S and Housing participated; gives checkpoints to earn levels (bronze, gold, etc.) depending on how many program aspects are hit
		3. Has the messaging process that could gain attention and awareness
	5. Revolving Loan Fund
		1. <http://sustainability.illinois.edu/campus-sustainability/funding/>
		2. Money is available for utility savings projects in buildings whose utilities are paid by central campus.
	6. Supplementary:
		1. Energy Dashboard
			1. <http://www.fs.illinois.edu/services/utilities-energy/business-operations/illini-energy-dashboard>
		2. Energy Billing System
			1. <http://www.fs.illinois.edu/services/utilities-energy/business-operations/energy-billing-system>
2. What does success look like with campus engagement?
	1. Up to us to decide what we would recommend going forward
	2. How to incorporate various programs like Longhorn Lights Out, Earth Hour, night audits, etc. looked into last semester?
	3. *Morgan*: Do we want to include students or students, faculty, and staff? Leadership and community?
		1. Historically have limited it to students, faculty, and staff
		2. Marian thinks that CGOP is an excellent program to raise consciousness of environmental issues among faculty and staff
			1. Extend to grad students? Especially those that are TAs
			2. Can students be incorporated?
				1. Eco-olympics resuming in spring

<http://icap.sustainability.illinois.edu/project/campus-conservation-nationals-ccn>

* + - * 1. SECS (RSO) used to do energy audits in low income apartments to help lower energy costs
				2. Peer pressure
				3. Much of engagement will be talking to them
				4. Sections of Public Speaking focused on energy conservation topics and hope is to have them go out and speak publicly
	1. Morgan thinks we need to fit all these existing programs together to create a recognizable brand on campus (e.g., Orange and Blue Go Green); goal is to spread awareness and make it familiar on campus
	2. *Alex*: ODOS/CCSS (Office of the Dean of Students/Campus and Community Student Services) could incorporate energy conservation
		1. <http://www.odos.uiuc.edu/ccss/>
	3. *Marian*: Bottom line is that pulling all of those fragments together is hard. Marketing plan takes a lot of resources and will take a paid professional to do it. Need a social media person to be pumping support into the campaign as well as skilled facilitators.
	4. *Fred*: Students should be the one to come up with these ideas—what would work? Focus group?
	5. Morgan thinks we could pull students together during Earth Week to seek input. But we should start with what do we want to get done before deciding how to get it done.
		1. *Karl*: Should students get input on the open hours of the buildings?
	6. Fred is wondering how much behavior affects energy use in buildings. Feedback loops could be established if occupants are aware of the impact of their behavior on energy savings if quantifiable.
		1. Advertising campaign should emphasize the students as a huge part of campus.
		2. *Marian*: Send utility bills and include how you are doing compared to others.
		3. *Morgan*: What about avoiding future costs? Tuition locked in for four years so what’s the motivator if there’s no impact while at UIUC.
		4. 10,000 students in residence halls, 50% of campus lives in town
			1. *Alex*: Learning how to save energy on campus can translate same behavior to save money at home (in the future).
		5. *Marian*: Do we have any access to campus management of apartments on campus?
1. What is the next step?
	1. *Marian*: Education is not enough—have to give people a specific behavior to do.
	2. Look into ENERGY STAR program
		1. Ameren directly involved—would they be interested in partnering with apartment property managers on campus?
	3. iSEE could do a listserv for sustainability community
	4. CCnet (offers lunch and learns on sustainability topics once a month) engages community
	5. Will continue this discussion Tuesday, Feb 16 2:30-3:30 F&S 127B.