

# Tiny Steps

## Engaging Residents in Small Energy Saving Actions Through Simple Tools

**Claudia A. Barriga**  
**Kristin Heinemeier**

*Western Cooling Efficiency Center – UC Davis*

**Matt Kresse**  
*Toyota ITC*



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### Zero Net Energy Living

## Introducing UC Davis West Village Apartments in Davis CA

Located on UC Davis land adjacent to the core campus, UC Davis West Village Apartments in Davis, California is a dynamic mixed-use community where students, faculty and staff can live locally and participate fully in the campus life. Are you searching for Davis community housing? The 130-acre neighborhood reinvents the idea of campus community by providing students and faculty with a great place to live, work, learn and play—all with a level of environmental responsiveness never before implemented at this scale. Our community of UC Davis West Village rentals in Davis, California is the largest Zero Net Energy development of its kind in the nation. By employing revolutionary energy efficiency measures and meeting energy demands through on-site solar power generation, this residential community of West Village Davis apartments essentially eliminates its energy footprint for a net zero energy impact. Contact us today for more information on Davis apartments for rent and UC Davis student housing!



## WEST VILLAGE RESIDENT SURVEY 2011

- 16% of respondents chose WV because it was a Zero Net Energy Community.
- 28% incorrectly agreed with the statement that “West Village is guaranteed to produce all the energy it needs, so there is no need to pay for energy”.
- Most residents (75%) responded that they believed they had a role in achieving ZNE, but not a very relevant one.





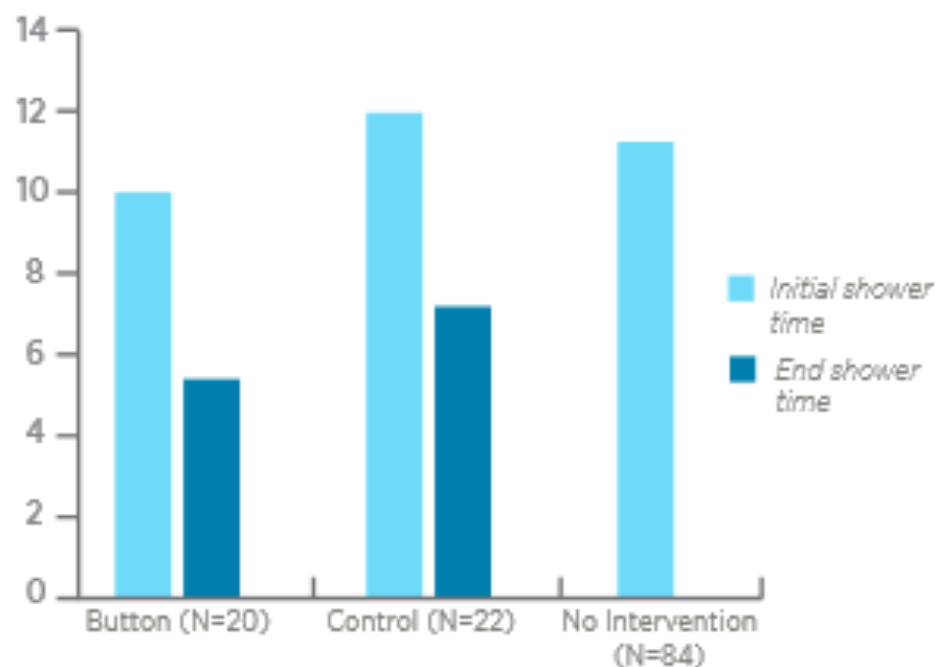


FIGURE 3: PRE AND POST INTERVENTION AVERAGE REPORTED SHOWER TIMES, IN MINUTES, BY CONDITION, SHOWING THE SIGNIFICANT DECREASE IN REPORTED SHOWER TIMES IN BOTH THE DEVICE (BUTTON) AND CONTROL GROUPS.

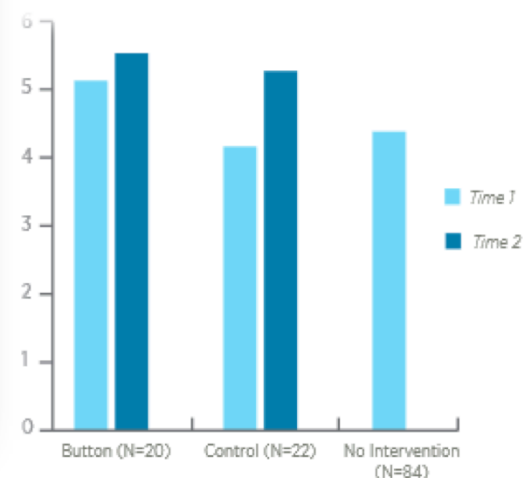


FIGURE 1: REPORTED FREQUENCY OF SHORT SHOWERS, AT TIME 1 (BEFORE INTERVENTION) AND TIME 2 (AFTER INTERVENTION), BY CONDITION, USING A 0-6 SCALE, WHERE 0 MEANS "NEVER" TOOK SHORTER SHOWERS, AND 6 MEANS "ALWAYS" TOOK SHORTER SHOWERS.

- Energy Saving gadgets do not perform better than simple commitments and basic energy saving tools.

- Tips for energy savings behavior should be relative rather than absolute – or people will use one time exceptions as a rule to never attempt the behavior.

- Small scale energy saving campaigns (short time – high incentives) can have an important impact in allowing people to “test –run” energy saving behaviors and choose the ones that work for them.



