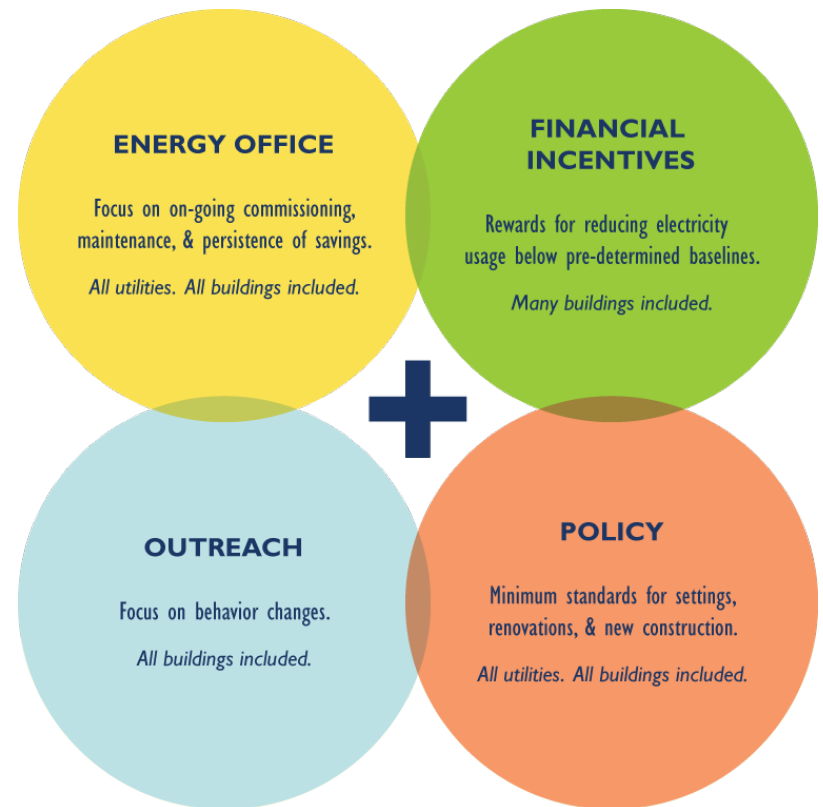


Quantifying Behavior Change: myPower at Berkeley

Lisa McNeilly
Office of Sustainability
November 2013



= COST SAVINGS & GREENHOUSE GAS EMISSIONS REDUCTIONS

Results from Energy Surveys



Rough estimate of
annual savings:
\$1,800



Stop!

This equipment stays
on at all times.



Wait!

See instructions on the sticker for
instructions before turning on or off.



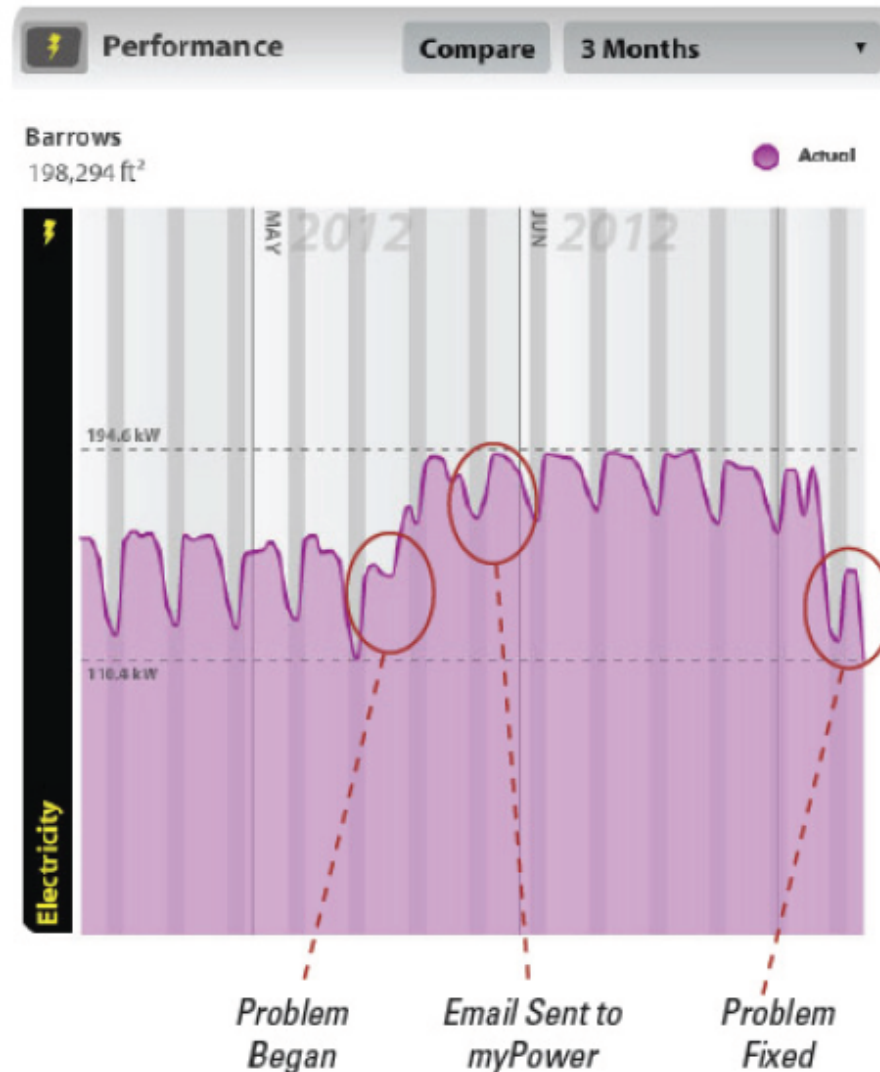
Go Ahead!

Turn off this equipment when you
are finished using it.



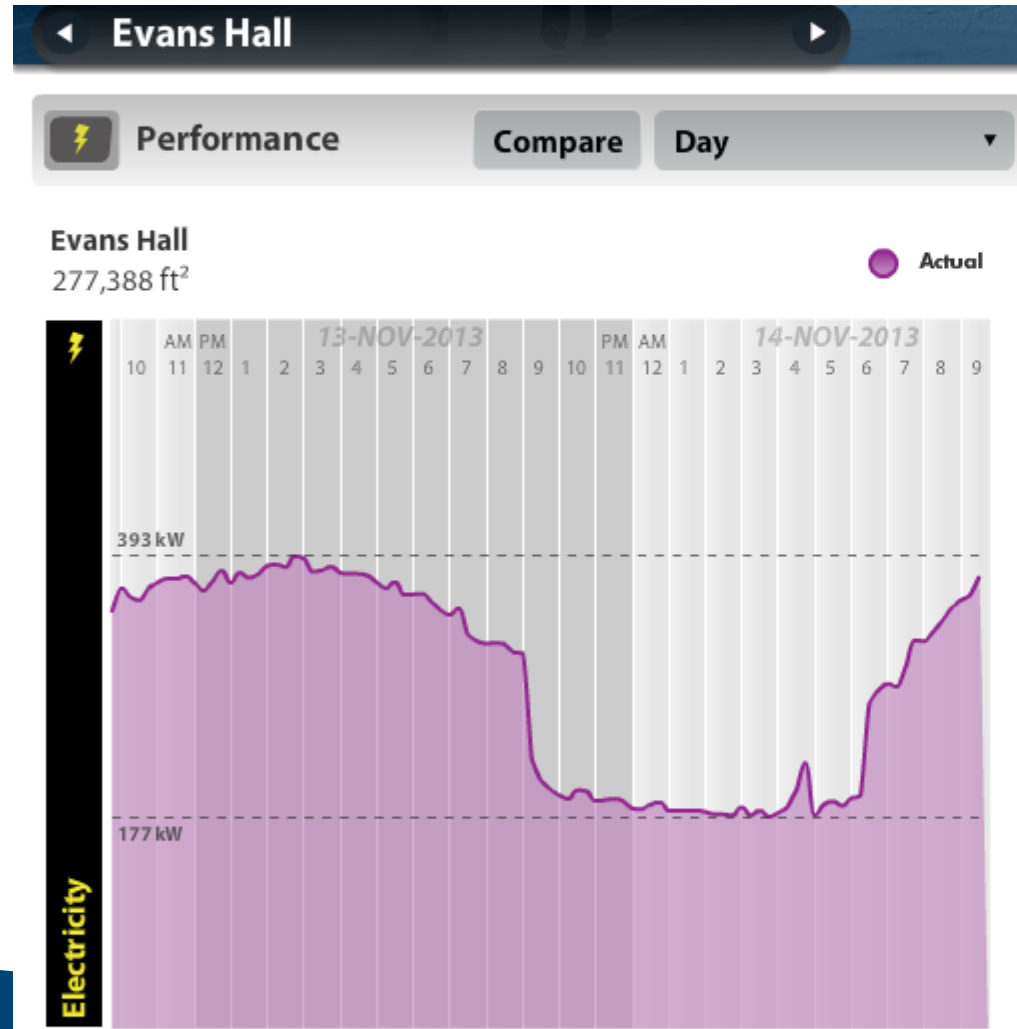
Barrows Hall Dashboard Success

Email from faculty
resulted in
\$45,000 annual
savings



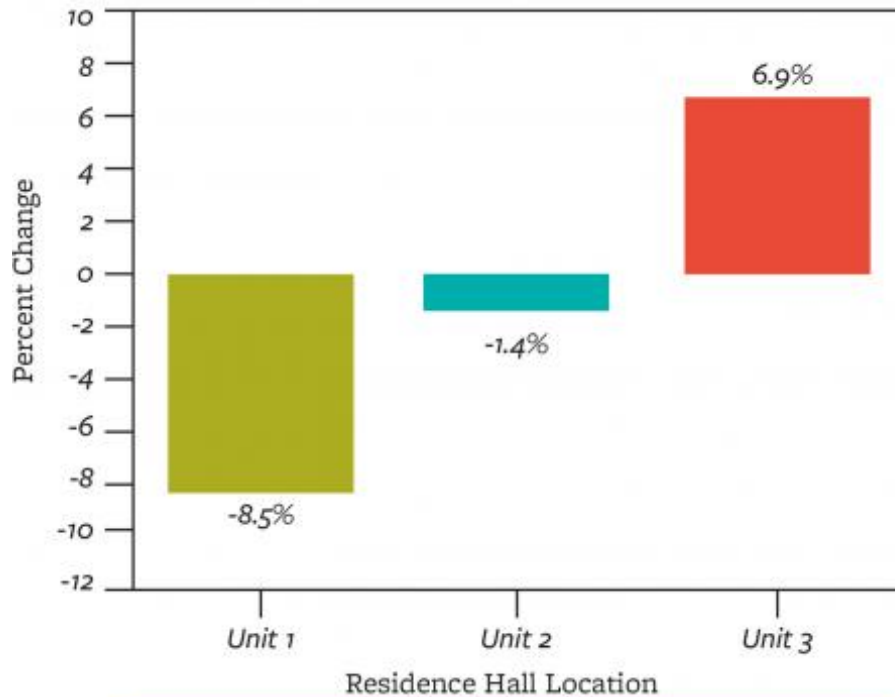
Impact of Monitors

Only 5%
glanced at
monitor in
lobby



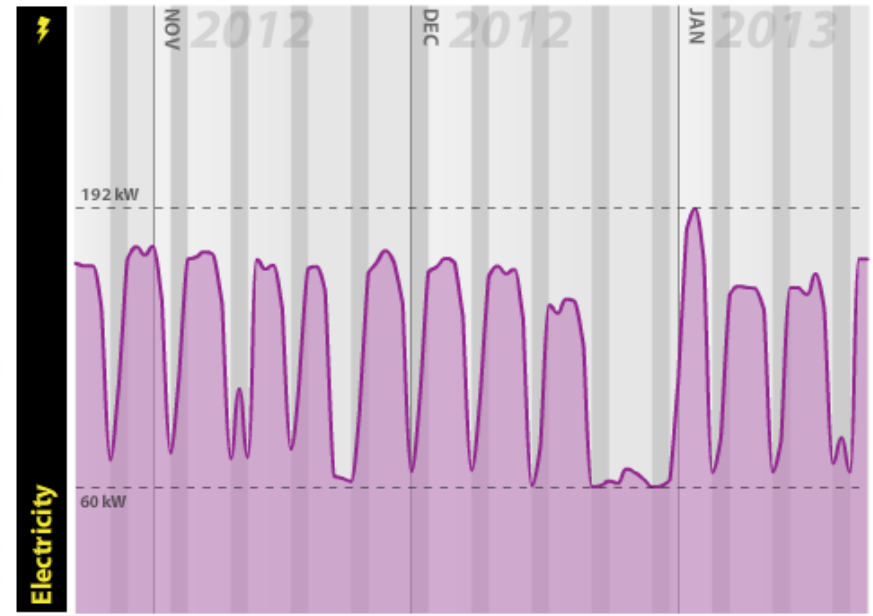
Savings from Projects: Examples

Change Between Feb '12 & Feb '13



An 8.5% reduction is seen when comparing this year to last year's use.

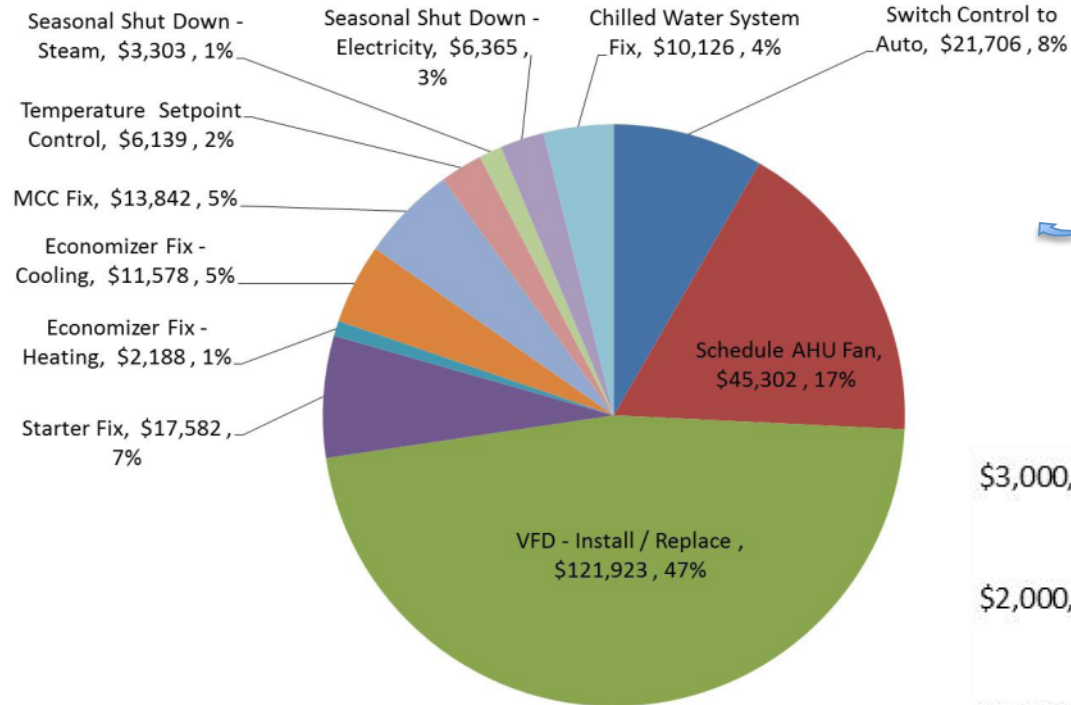
Doe Memorial
166,779 ft²



Residence
Hall outreach

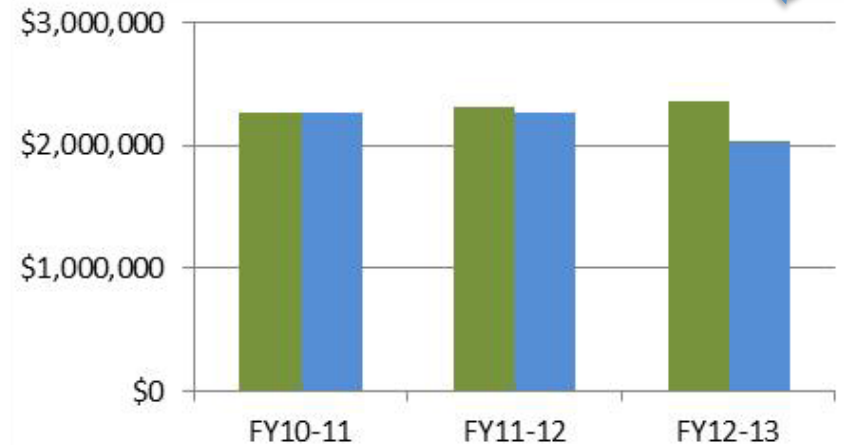
Winter
break
curtailment

Savings from Projects: Add'l Examples



Energy Office FY2012-13
Energy Cost Savings Distribution

Residence Hall Total Savings



Berkeley

Operational Excellence
myPower

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Power Agent Spotlight – Milad Razavi

For sophomore student Milad Razavi, working on energy and sustainability issues is his deepest passion. Studying mechanical and energy engineering at UC Berkeley, he decided to become a Power Agent with myPower@Berkeley in January 2013.

[Read more](#)

Over 5,000
unique visitors



Energy Management Initiative:

\$2M Saved

Energy Incentive Program:
\$870K in Payments

Payments by Operating Unit

OPERATING UNIT	TOTAL kWh	PAYMENTS
College of Engineering	1,343,584	\$134,358
Research	1,232,135	\$123,214
University Libraries	1,168,998	\$116,900
L&S - Biological Sciences	999,736	\$99,974
College of Chemistry	744,385	\$74,439
Information Services & Technology	663,560	\$66,356
Boalt School of Law	467,123	\$46,712
L&S - Math & Sciences	318,072	\$31,807
College of Natural Resources	308,188	\$30,819
Facilities Services	246,109	\$24,611
L&S - Social Sciences	240,489	\$24,049
Student Affairs	231,110	\$23,111
School of Public Health	223,743	\$22,374
Graduate School of Education	157,392	\$15,739
Administration	101,294	\$10,129
L&S - Undergraduate	94,145	\$9,415
L&S - Arts & Humanities	60,982	\$6,098
Haas School of Business	57,866	\$5,787
EVCP	15,014	\$1,501
Equity & Inclusion	13,971	\$1,397
College of Environmental Design	13,642	\$1,364
Chancellor	9,831	\$983
VP&P	9,463	\$946
School of Social Welfare	7,915	\$792
Goldman School of Public Policy	6,282	\$628
University Relations	5,177	\$518
School of Information	-6,692	n/a
School of Optometry	-190,256	n/a

TOTAL

8,352,718

\$874,021

