



Behavior-Based Energy Conservation



THE POWER OF PEOPLE

THREE METHODS TO *Increase Energy Efficiency*



Capital
Upgrades



Optimized
Operations



Engaged
Occupants

CASE STUDY

Montezuma-Cortez School District

About

- Rural district in SW Colorado
- Historic landmarks, Native American reservations, and desert-meets-mountain landscape



Challenges

- Socioeconomic disparities, transient student population, high turnover among staff, and struggling student test scores

Why Save Energy?

- 21st century skills enhancement, hands-on learning opportunities, and character development for youth
- Much-needed financial savings

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Tactics Deployed

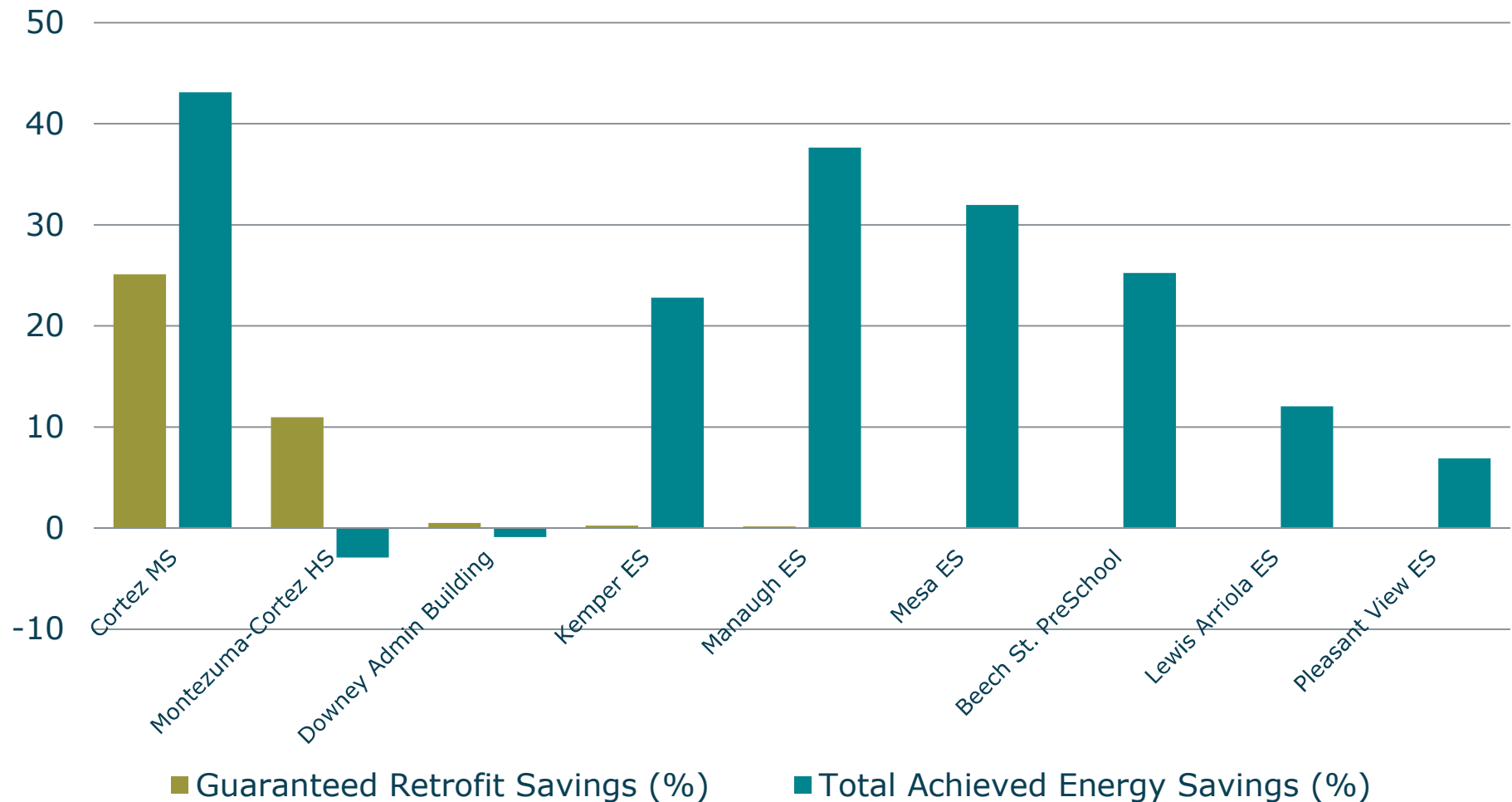
- Small retrofit project
- District-level Steering Committee
- “Champion” leader at each site
- Energy guidelines
- Engagement pledge
- Student energy audit teams
- Robust rewards and recognitions
- Multi-tier communications
- Training for custodial and facility staff
- Comprehensive building shutdowns over breaks
- Fun, educational opportunities for students
- Monthly utility bill performance reporting and online dashboard
- Student engagement website



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Total Expected vs Achieved Energy Savings (%)



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PROJECT OUTCOMES



ENERGY SAVED
1,241,239 kWh



COST AVOIDED
\$215,158



TOTAL SAVINGS
26% saved



GAS REDUCED
123,400 therms



CARBON REDUCTION
4,227 metric tons



PARTICIPATION
PLEDGES
2,869 pledges

Key Takeaways

- ✓ Energy efficiency is a three-legged stool – addressing capital upgrades, operations, and occupant behaviors maximizes results
- ✓ Behavioral change produces real and measurable savings that have the capacity to meet or exceed traditional retrofit work

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"It is truly exciting to see our young environmentalists taking charge knowing that they do have the power to change their corner of the planet."

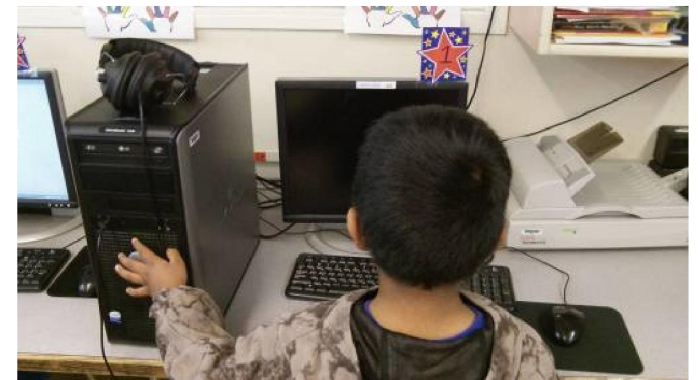
—Teacher Kate Lein



U.S. DEPARTMENT OF EDUCATION
GreenRibbonSchools

"I really love this program because it both saves money that can go right back to students and teachers in the classroom and teaches our students about responsible stewardship of our schools and of our planet."

—Superintendent Alex Carter





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QUESTIONS?