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Abstract Title: Energy Culture Change at the US Army Garrison Presidio of Monterey

Abstract Text:

Along with technological approaches, Presidio's energy program has focused on energy culture as a low cost way to achieve energy savings. By "Energy culture" we mean all the ways that energy conservation is advanced aside from projects and system processes. We describe 5 primary areas of energy culture: 1. Energy landscape: This is the physical energy context and architecture that exists at the Presidio. Our soldiers typically come directly out of basic training and inhabit the Presidio for 18 months on average. Since, for many, this is their first real military home, we believe that there is an opportunity to imbue an energy baseline on what they expect. 2.

Relationship building: We have realized that relationship building is essential. It is difficult to force energy changes to happen, even with the best technological solutions. So we have found that building trust and confidence is imperative. 3.

Education: We strive to educate our service-members, staff, and faculty to be more energy conscious. We believe that the steady, persistent presence is necessary but that this effort will result in better results than just top-down control. 4.

Information Feedback: Tightly linked with education is getting the data back to our soldiers so that they can know how they are doing and see the results of their efforts. 5. Normative Influence: With proper information feedback, competition and unit pride can be used as motivating tools for the barracks leadership and company commanders.