

EnGage: Energy consumption screens in residences

Project Overview

For many students, life in residence is their first experience living independently. From this point on they will be making decisions for themselves in terms of their living habits. While McGill Residences offers a safe environment for students to get their first taste of university life, it also disconnects student behaviours and consumption from their impact on the rest of the world.

We would like to bridge this gap. This initiative targets electricity consumption in residences by providing feedback on their consumption, primarily through the use of TV screens to be set up in residence lobbies. Electricity consumption is both easily measured, and specific energy-reducing behaviours can be presented to students. Our vision for this project is much more than simply a means of presenting information to students. The success will be measured in how students view themselves as part of a larger community, and adjust their behaviours accordingly.

A similar project, started at University of Toronto, called ReWire has been successful in engaging students and increasing their awareness of energy consumption in Residences.

This project would build on existing environmentally-conscious residence student groups such as the recently formed Green Living Community, the Environmental Residence Council and the energy competition.

We intend to do more than passively engage students with information, our proposed project would get first-year students directly involved in the reduction of electricity consumption in residence buildings. By asking students to make energy reducing commitments and if -then contingency implementation plans we hope to make their behaviours more congruent with their self concepts. With the installation of TV screens we intend to prime student’s commitment to energy efficiency with visual reminders of their consumption thereby impacting McGill’s energy usage via its residences. In residence student coordinators will campaign in a peer to peer approach leading a team of volunteers and coordinating posterage, announcements, EnGage themed events, meetings, change-over of monthly marketing material and implementation.

Furthermore, we believe these salient cues that prime students to think about their commitment will shape habits that will guide student’s future behaviour throughout their studies at McGill and beyond. Additionally, this initiative offers the opportunity to research the promotion of sustainable behaviours. The requested funds are for a one-year pilot project. An important part of this project will be determining the viability of incorporating the project in Residence Life programming with the future operating budget under their responsibility.

Timeline

Goal: have screens in place in August for Fall 2011.

- April 2011: Dashboard up and running without kinks
- Summer 2011: Installation of components by ICS
- September 2011: Green Living Community and research professor’s involvement begins (to benefit the most from student interest and involvement).
 - Recruit and train dedicated students to act as Lead Coordinators and Reps
 - Obtain commitment from students to energy-reducing behaviours
- December 2011: Data is compared to 10 years of past energy consumption data, students are polled on commitment to saving energy

Stakeholders:

Residence directors, floor-fellows, students in residence
Professors/students involved in researching success of project
Utilities & Energy Management

Webinar by University of	1hr	Britt Parsons, Eleanor Rogers,
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Toronto's Stuart Chan		Raphael Dumas
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Type of Activity – Task	Estimated Time Required	Group Member in Charge
Liaison with Psychology Department, Social Marketing Project	Survey development and measure design: 20 hours Consultation with faculty: 10 hours Survey distribution and collection coordination: 6 hours Data entry: 35 hours (Estimation with sample size N=300+) Total: 71 hours	Britt Parsons
Recruit and train dedicated students to act as Lead Coordinators and Reps	Recruitment and training material development: 8 hours Information sessions: 1 hour per Rez, 3 hours training: 2 hours per Rez, 6 hours Follow-up session: 6 hours total Total: 23 hours	Ria Rombough, Associate Director of Residence Life
Installation of screens, ports, computers		Carmelo Sgro, Facilities Design Administrator, Multimedia Services, Network and Communications Services
Set-up of Dashboard software (interface for energy consumption meter data)	To be completed by April 2011	Jerome Conraud, Energy Manager, Utilities & Energy Management, University Services
Assumption of responsibility for screens after installation		David Balcombe, Associate Director of Facilities and Development

Financials

Detailed expenses:

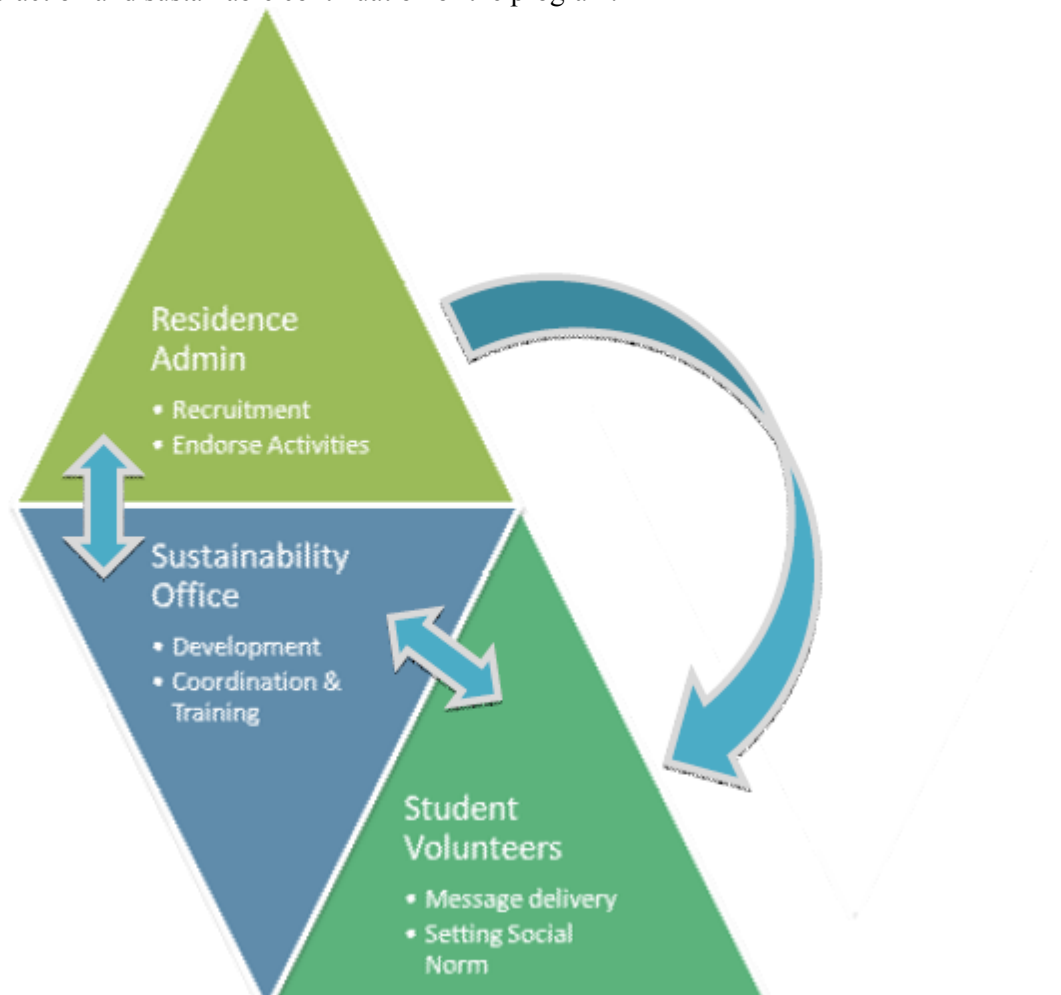
Expense Description	Estimated Cost
Screens and basic installation (3*6000)	18000
Electrical & infrastructure labour	7200
Polling students, commitment incentives and production costs	250
In-residence coordinators (1 per residence, 40 hrs/semester, 10\$/hour)	2400

Promotional Materials (poster competition, posters, stickers with prompts, project poster for Sustainability Symposium, etc.)	200
Green Events	300
Webinar	50

Detailed revenues:

Revenue Source	Amount Requested	Confirmed?
Sustainability Projects Fund	28200	No

The U of T model of interaction and sustainable continuation of the program:



Model: Tools of Change Highlights Series- University of Toronto, <http://rewire.utoronto.ca>